

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXVIII. NEW YORK, FEBRUARY 8, 1912.

No. 6



Did you ever reflect on the great difference between being Number One and Number Two?

Here is a man who develops a good article and, by means of good advertising, makes for it a good sale. Let us call this Number One.

In due course (generally a very short one) there appears a similar article. Call this Number Two. Number Two looks like Number One and is, perhaps, quite like it in some respects. By dint of hard work on the dealer, shading prices, dating bills, etc., etc., Number Two gets by the side of Number One in the same store—BUT IT DOES NOT SELL.

The key to such a situation is the consumer. He, or oftener she, has been introduced to Number One, finds the acquaintance satisfactory, recognizes Number One on sight, and has no interest in being introduced to Number Two, which therefore fails of a hearing.

Some of the most remarkable stories in commercial circles have for their subject variations of this experience—the attempt to land an article in the place which another has secured by good consumer advertising.

There are still some good places to be had, but the first trade table is rapidly filling up. This way, please.

Philadelphia

New York

Boston

Chicago

Cleveland

# 1800% Improvement

A few years ago—not so many either—it took 3 hours to reap a bushel of wheat.

To-day it takes just 10 minutes.

Those two sentences tell the whole story of the farmer's progress.

But the change has come so quickly few city men yet realize it fully.

To-day the farmer is a business man. He does nothing by hand that can be done by machine.

He keeps records of everything.

And what those records have taught him have made him hungry for more knowledge.

From being prejudiced against all new things, he has become eager for improvement.

He reads his Standard Farm Paper line for line, fearing to pass some development which may mean increasing yield and profit.

Here you have the ideal advertising prospect.

The farmer is experiencing an era of increasing prosperity.

Since his advancement is largely due to improved

methods, he welcomes advanced ideas.

He has money to buy and he will read about and consider your proposition.

The city man reads for pleasure—spasmodically.

The farmer reads for profit—regularly.

Also, remember that Standard Farm Papers appeal to a given section or class.

They offer an opportunity to make your advertising and sales forces work in harmony, wondrously.

Ask for the details.



THE MARK OF QUALITY

Standard Farm Papers

are	The Breeder's Gazette
	Hoard's Dairyman
	Wallaces' Farmer
Farm	Kansas Farmer
	Wisconsin Agriculturalist
Papers	Indiana Farmer
	Home and Farm, Louisville
of	Town and Country Journal,
	San Francisco, Cal.
Known	The Farmer, St. Paul
	Oklahoma Farm Journal
Value	The Ohio Farmer
	The Michigan Farmer

Wallace C. Richardson, Inc.  
Eastern Representatives  
41 Park Row, New York City.

George W. Herbert, Inc.  
Western Representatives,  
First National Bank Bldg.,  
Chicago.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893

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## THE ADVERTISING OF TOMORROW

METHODS, MEN AND MEDIUMS ARE ALL CHANGING EVEN NOW—THE SHORTCOMINGS OF PRESENT METHODS INDICATED—HOW THE FACTORY MAN EXPERIMENTS WITH ADVERTISING—NEED FOR MORE DIRECTNESS, COMMON SENSE AND REAL TOUCH WITH THE CONSUMER

By James H. Collins.

I

During the next few years there will be some radical changes in advertising.

Methods, men and mediums are even now taking new forms.

The signs are in the sky so plain that every advertising man in love with his work (and what advertising man is not?) may well study the tendencies to see where his job is likely to land him.

One excellent way to see what will probably happen to methods is to become a consumer—investigate advertising as a live prospect. Amusing things happen to the consumer in search of experience.

Some time ago, as an instance, the writer became a live prospect for a new kitchen range. Stoves are easily obtained right around home. But a house famous for direct-selling insists that no hardware dealer can show the variety of stoves described in its catalogue, and promises five to forty dollars saving on each purchase.

The catalogue was sent for. It certainly showed plenty of stoves. But the designs were highly ornate—rich in ornament and nickel. In our house there is prejudice against that sort of thing on the score of the work involved in keeping the stove clean. The last stove purchased, a ten-dollar

heater, had a surplus of nickel. It was taken off by loosening a few bolts, leaving a plain serviceable stove, and the hardware man took all the nickel ornament back, allowing a dollar and a half for it by arrangement with the manufacturer!

So it was decided that the catalogue showed no range that would fill the bill.

A week after the catalogue was received a folder came, asking the inquirer to report on a reply card as to which stove he was interested in, and whether more information was wanted. Then a form letter or two, at intervals. Eventually a form letter with real heart-to-heart interest arrived. The man who signed it said he was in the correspondence department of that stove works. When anybody asked for a catalogue, his name went on a card. Every so often their Mr. D—, secretary of the company, came around and looked over the cards. If he found that anybody who had got a catalogue had not ordered a stove, he wanted to know why. The young man said their Mr. D— would be around in a few days again, and he wanted to be sure and have some reason to give him in this case. The letter also ran over some interesting facts about the economies of their direct-selling system, which the young man said had been given him by their Mr. C—, general manager of the concern.

That form letter was answered at some length. The young man was told about this prospect's dislike for nickel work and cast-iron generally. At one time the founder of that business said their sales in the East were small because, he thought, Eastern people did not buy stoves. It was suggested that Eastern people do buy stoves, and that if certain

popular Eastern ranges of very simple pattern were studied, their designing department might find some interesting possibilities. The young man was told to put that on the card and show it to Mr. D— when he came around next time, and let the prospect know what Mr. D— said about it.

That letter was never answered, and the follow-up ceased abruptly. Some months after, however, a form letter came, signed personally by Mr. D— himself. He enclosed a picture of a solid trainload of pig-iron his concern had just bought at a low price, and said he thought here was a chance for the prospect to save some money.

Now, this is a story that is getting into the technical journals in many forms lately, and it points directly to the principal change that must come in advertising methods. With advertising, like power production, there is a great loss of energy between the furnace and the steam gauge, and at every point where the steam itself is being transformed into useful work. Both steam and advertising are costly forms of energy. If development in advertising were not centered on economizing this energy, then the development of advertising would be decidedly different from that found to-day in every other line of business.

#### WHERE ADVERTISING BELONGS

There are several stages in the history of a new resource. First comes the discovery. Then the thing itself is boomed as a world-saver in itself alone. Then people begin to find that it will only save the world when it is incorporated with other resources. Finally, they incorporate it—so thoroughly that it is a part of every business, and exists by itself nowhere.

Advertising was discovered and boomed during the past fifteen or twenty years. Seldom has any new business resource had such a loud hoop-la raised on its behalf. To-day, business men are incorporating it as part of distribution and sales, where it belongs.

Distribution and sales would both have to go on some way if advertising had never been discovered, and the real place of the latter becomes clear when one sees that advertising would be nothing without sales and distribution.

So development is coming everywhere along the line of cutting down waste energy.

#### AT THE TURNING OF THE WAYS

In our little stove episode above the prejudices of a prospect showed that an important market had been reached by the advertising, but was not being reached by the goods. An interesting economy was pointed out. When you can strip the nickel off a stove, send it back through retail channels, and get fifteen per cent for it, that is a reduction in manufacturing cost so sudden and wide as to make a mill superintendent thoughtful. When there is a growing sentiment among thinking women against stove ornament, and not one good reason in the latter's favor, ought that not to be of prime interest to the advertising man as raw material for argument? That stove concern either wants to develop the goods demanded by a certain class of finical people who send for its catalogues, or it doesn't want to. If it is content to build along the line of demand for ornamental stoves, then some way must be found to cut down the waste in advertising and follow-up.

At this point, of course, the advertising agent, the advertising solicitor, the advertising manager and the stove man will ask, confidently: "Good—but how are you going to do it?"

And the answer is, that it will be done because it is obviously the thing to do. It will be done, not in any one way, but in a thousand ways, by a thousand different advertising men, in as many different lines of business. That is one most important point where advertising methods are changing.

On a cheap toy, some time ago, appeared this advertising card, which may throw some light along the path:



# Manufacturers of Food Products

should include The Chicago Tribune in their appropriations for 1912—and reach the retailer as well as the consumer in this great central market—Chicago.

## CHICAGO GROCERS READ THE TRIBUNE

A canvass has just been completed of the Chicago grocers to find out what Chicago newspaper is most universally read. Return post cards containing the names of all Chicago newspapers were sent to grocers listed in the Chicago Telephone Directory—2458 in all. Each grocer was requested to check the paper he reads and mail post card back to us.

Replies have been received so far from 442 grocers. Of these—

73%	read The Tribune.
25%	“ the next morning paper.
15%	“ a third morning paper.
6%	“ a fourth morning paper.

Of the total number replying, 294 grocers read but one morning paper. Of these,—

76%	read The Tribune exclusively.
17%	“ the second morning paper exclusively.
6%	“ the third morning paper exclusively.
2%	“ the fourth morning paper exclusively.

You can create a demand for your product with the consumer, and at the same time show the retailer what you are doing to move the goods from his shelves by using

**The Chicago Tribune**  
The World's Greatest Newspaper  
(Trade Mark Registered)

Squaring the Circle Puzzle  
A Brain Buster  
Shortest Known Route to  
the Insane Asylum  
Buy One and Go Crazy

A trifle intense, yet not more so than a good deal of the advertising copy we see nowadays. Most of it is written with the belief that people must be startled to be interested, and that argument must be piled on argument to convince. The novels and the magazine articles are mostly written that way, too. In advertising, the fault is largely due to the fact that much copy is written by men who do not come into contact with the real buying public, have not seen people come for goods with their minds made up after their own private thinking. The ad writer is trying to think in print for other people instead of giving them the materials to think with, and he has not found out that very often a whisper is more convincing than a yell—when backed by facts.

Yet some advertisers are finding this out. Along with the noisy ads one now sees quiet ones, and with the big spreads many little ads that look as though they might be very productive. Advertising men will find, too, that it is possible to describe a line of stoves for Western trade so that Eastern readers will not want to draw the follow-up. That will be easy as soon as the advertising becomes quieter and more descriptive, instead of arousing a superheated interest in stoves by startling general claims.

A New York engineering publisher laughed the other day when he said that all his advertisers were making noise over their specialties, each trying to show that a belt was almost the whole of a factory equipment, or that a patent dump-cart was all a contractor really needed to dig a sewer. This is plain enough in general advertising. It has got so that the ad writer wants a new cosmic theory to back up a tooth

powder, and some other fellow is making just as much noise about the brush.

But consider:

This is a "get together" age. In retailing, jobbing, transportation—everywhere—business men are seeking to combine activities, fill the freight car instead of sending it half full, cheapen mercantile costs by selling more, under better management, through chain stores. Trade lines are breaking down—the haberdasher sells jewelry and toilet articles, and the druggist fresh eggs and books. Is it unreasonable to look ahead a little and anticipate combinations among manufacturers whereby the terrific cost of maintaining a distributing and sales organization will be shared? Suppose a wholesale pharmaceutical house, a book publisher, a manufacturer of soda fountain supplies and a toilet goods concern formed a combination sales organization; all unrelated lines, but traveling to the same retail outlet. There would be economy everywhere, from the salesman's salary to the druggist's time seeing salesmen. When that sort of arrangement obtains, a tooth powder can be marketed without a cosmic theory, and advertising, naturally, would be done on a different basis.

#### FUNDAMENTALLY SOLID

For ten years advertising has been boomed. There is nothing the matter with it at bottom. Yet normal methods have not been reached. Thousands upon thousands of manufacturers and merchants are now experimenting with this new business resource where ten years ago they knew nothing of it. This is shown clearly enough in the earnest fellows who come out of the factories whenever a local advertising club has a live speaker. These men experiment with advertising, not like the advertising agent, or the seller of space, whose whole livelihood it is, but as factory men, to whom it is only part of something. It offers to them much the same problem as making the old reciprocating power plant at the mill turn more ma-

# Writers

who are assisting to make

## **The New-Size Metropolitan Magazine**

worth while to every reader.

Joseph Conrad  
Finley Peter Dunne  
W. W. Jacobs  
Franklin P. Adams  
Angus McSween  
F. Cunliffe Owen  
John Luther Long  
Anne Warner

Eleanor Stuart  
Maurice Hewlett  
Walter Prichard Eaton  
John Galsworthy  
Melville Davidson Post  
Gouverneur Morris  
Stephen Bonsall  
Grace Ellery Channing

Articles contributed by these well-known authors are finished off in the advertising section, thus providing position alongside of the finest reading matter for advertising copy.

This policy gives a "news value" to every advertisement, which is one of many reasons why the new-size Metropolitan should be on your 1912 list.

## **The Metropolitan Magazine**

**286 Fifth Avenue, New York**

**O. H. CARRINGTON**  
Advertising Manager

Nelson J. Peabody,  
14 West Washington Street,  
Chicago.

Tilton S. Bell,  
6 Beacon Street,  
Boston.

chines by putting in a modern scheme of transmission. Behind everything these men touch is the same necessity for lower business costs and better business efficiency. Advertising methods will be dealt with in the same way. The waste and the lost motion will be cut out, the exaggerated copy toned down, the note of average human sense struck more harmoniously. Advertising men and advertising mediums will change with the methods. Methods, mediums and men are changing now. A good many people will find themselves in the glorious past of advertising unless they change with conditions. But for the man who is not afraid to go forward, and who watches developments to see where there is something to be learned, there can be nothing but interest and progress.

#### CHILDS SUCCEEDS SOULE OF BON AMI

L. H. Soule, who has been advertising manager of the Bon Ami Co., New York, has resigned and is succeeded by R. S. Childs, son of W. H. Childs, president of the Bon Ami Co. Mr. Soule has been connected with the concern for many years. He has not announced his future plans. Before undertaking any new enterprise he will take an extended rest in Bermuda. The advertising will continue to be handled by the A. W. Erickson Agency, of New York.

#### HALLOWELL WITH VAN CLEVE

Montgomery Hallowell has joined the executive staff of the Van Cleve Advertising Company, New York. He has long been prominent in automobile circles, having been advertising manager of the United States Motor Company and the E. R. Thomas Motor Company.

#### TAYLOR JOINS BOSTON "TRANSCRIPT"

S. W. H. Taylor, for a long time advertising manager of the Boston News Bureau, has resigned that position to take charge of the financial advertising of the Boston *Evening Transcript*. He began his new work January 29.

#### NEW AD CLUB AT DANVILLE, VA.

Through the influence of the Ad Men's Club of Lynchburg, Va., an Ad Men's Club has been formed at Danville, Va. The new club expresses the intention of affiliating with the A. A. C. of A.

#### PIANO HOUSE ABANDONS "PRIZE OFFER" SCHEMES

The Story & Clark Piano Company made public announcement through the newspapers, January 30, of the abandonment of the policy of offering rebate coupons on the price of pianos for the solving of puzzles printed in advertisements. The text of the announcement follows:

Story & Clark Piano Co. wish to announce that the use of puzzle and similar advertisements, the issuance of purchasing coupons or letters giving credit on the purchase price of pianos has been abused by some houses by not carrying out the promises made, and it has been decided that the Story & Clark Piano Co. put itself on record as discouraging this form of advertising.

This company will not publish any puzzle or similar advertisement or issue any coupons in any form or letters giving credits.

This announcement will appear simultaneously this morning and evening in the 23 cities where our stores are located. Story & Clark Piano Co., 12- and 14 West 32nd street, New York.

The manager of the company's New York store refused to give PRINTERS' INK any reason for the new departure except that implied in the advertisement; that certain other concerns had brought the prize offer into disrepute by failure to live up to their agreements. W. H. Goldblum, manager of the Story & Clark Detroit store, is quoted in the *Times* of that city as saying that puzzle advertising has now lost its former effectiveness. Whatever the cause, the announcement is significant, as Story & Clark have been one of the most conspicuous in the use of this kind of advertising. When the puzzle plan of getting new business was more prevalent than it is to-day PRINTERS' INK devoted a great deal of space to condemnation of it.

#### NEW EDITOR OF "JUDGE"

Carleton G. Garretson is the new editor of *Judge*, succeeding James Melvin Lee. Mr. Garretson for some time contributed a humorous column to the New York *Globe*, later becoming news editor of *Leslie's Weekly*, and associate editor of *Judge*.

Mr. Garretson was advertising manager of the Eaton, Crane and Pike Stationery Company, of Pittsfield, Mass., during 1908 and 1909.

# **Needlecraft now has a guaranteed paid-in-advance circulation of 400,000**

The March circulation now being in excess of 440,000—and reaches women living in the smaller towns and country.

“Needlecraft” is the recognized authority for needlework of every description and it seems to be meeting with instantaneous national approval, judging from the present enormous increase of circulation.

Advertisers using “Needlecraft” are assured of getting in direct touch with the more intelligent class of women in each of the smaller communities, which means the tapping of an immeasurable sales volume hitherto hidden.

**Send for Beautiful FREE Book “Buying Power”**

**Vickery & Hill Publishing Co.**

30 N. Dearborn St.  
CHICAGO

Flatiron Bldg.  
NEW YORK

## Helping Salesmen To Help Themselves

By E. D. GIBBS

For over Ten Years Advertising Director and Trainer of Salesmen for the National Cash Register Company.

**EDITORIAL NOTE:**—*This is the second of Mr. Gibbs' articles showing how the National Cash Register Company has solved the problem of getting the right sort of "ginger-up" talk for salesmen by using the salesmen themselves for that purpose. In the first article which appeared in the issue of PRINTERS' INK, dated January 18, 1912, Mr. Gibbs tells how the salesmen write their own enthusiasm-producers, while in this article he shows how the company uses the talks of the salesmen at their conventions, and the methods of the "100—Pointers," as told by themselves, to accomplish this most difficult and serious task.*

"How do you sell so many registers?" I once asked a salesman of the National Cash Register Company. His answer was something like this: Before visiting a merchant I learn something of his peculiarities and make up my mind that he must fall a victim to my argument. I don't take "No" for an answer. I never get mad. I don't let him bluff me. The result is just this: either I secure his order or it is simply impossible for any one else to secure it. After that I visit the next man and treat him in the same manner. It takes me three or four times as long to work a town as it does any other salesman I ever heard of. The proof that my theory is correct is evidenced by the fact that I get eighteen orders per month, while the fellow who skips from place to place probably gets five or six orders per month.

A former sales manager made a test of prospective salesmen by asking them to go into some store and then come back and describe all that they saw there, and give a complete description of everything that was in the store; first, give the name of the owner of the store, location of the store, say what the show windows contained and also what the inside of the store contained; second, describe what was on the counter, also on the shelves back of the counter. He found that this was

a good test of a salesman's ability. It brought out the three great points of a salesman—his powers of close observation, his imagination, and his qualities of investigation.

A convention of salesmen once took for its chief topic of discussion that of "Wormy Chestnuts." The first speaker explained that the object of the meeting was to discuss many old selling points that many agents had believed obsolete. He said that in the constant search for the new, many good old points were forgotten, and he suggested that for the next hour all of the good old selling points be brought up and the new men especially educated in them. The result was a complete surprise to every one. Many of the older agents had either forgotten the old selling points or had ignored them, and when these old *wormy chestnuts* were called to their attention the proper notes were made. The salesmen declared that this was one of the most successful hours of the session that they had ever held.

An N. C. R. District Manager was once asked how he secured new salesmen. He said: "I make it a point while traveling on the train to get into conversation with traveling men who look prosperous, find out what line they are representing, and secure as much information as possible along the line of their success. If after talking with such men they appear interested in the goods that I am selling I suggest that they place

# Chronicles of New England

Feb. 8, 1912

By H. P. DOWST

## New England Buys Luxuries

**A**N automobile, in a general sense is properly classed as a *luxury*. By and large, the *well-to-do* are the consumers of the automobile output. I have ascertained by correspondence the number of motor vehicles *registered* (as required by law) in each of the New England states, and also in

New York, Indiana,  
Pennsylvania, Illinois,  
Ohio, Michigan.

and I find that in New England there are (approximately) ten motor-vehicles registered for each thousand of population. In the other six states there are (approximately) eight motor vehicles registered for each thousand of population.

Of the twelve states under consideration, taken individually, Connecticut has the highest registration of automobiles per thousand of population (approximately) 13.3. Rhode Island is

second with 12.8, and Massachusetts third, with 11.8.

These figures add somewhat to the conclusive data already furnished in regard to our statement, "New England not only produces enormously — she consumes equally so."

The amazing per capita savings of (for example) the commonwealth of Massachusetts [about \$229] indicate thrift—but *saving* isn't *spending*; and a big savings bank account *might* indicate the reverse of an *inclination to buy*. But these automobile averages do certainly show that not only are new England folks *thrifty*, but they have, along with the means, the inclination to spend money for what they want. Plenty of good newspapers, and many minor cities with individual shopping districts, grouped about a great central distributing center (Boston) provide the elements of the ideal market.

This company invites correspondence from manufacturers who wish to test the value of the modern merchandising-advertising idea. New England is the logical section for "try-out work" preparatory to national advertising campaigns.



H. B. HUMPHREY CO., BOSTON

"THE LOGICAL ADVERTISING AGENCY"



an application with our company, and I always have these application blanks on hand. After they have filled out the application and mailed it to me I investigate their references and if they look promising mark them favorably and have these men to draw upon when vacancies occur. In this way I have been able to secure quite a number of good men."

Here is what the wife of a successful salesman said: "I always have believed in a wife helping her husband. When my husband is unable to get home in time for dinner I do not find fault with him, for I know he has been with some hesitating prospect. I try to keep the dinner waiting until I hear from him. When he has some business calls to make in the evening I find something to do and wait until he returns. On these occasions it is a pleasure to me to have a little lunch ready, and we have had many an enthusiasm meeting well along toward midnight after my husband has been out in his territory. There is nothing that I believe in more than enthusiasm. We must have it before we can succeed in anything. If I found fault with my husband when he is detained out in his territory and did not get home on the appointed hour I know I would soon take his heart out of his work, and honestly I would not blame him much if he did not come home until much later. Some of the difficulties my husband meets with in his business I know of, and I think I appreciate how many are the obstacles he must overcome at times."

A salesman in a large city complained that he could not meet with any success. He talked the matter over with the sales manager and here's what the sales manager said: "Go into every store in the block without regard to the size, any kind of store that looks respectable. Your trouble is that you try to pick out your people. You don't realize that in some store where you think a man would not be interested would be found the very man who would buy your product. You cannot

tell from the sign on a man's door whether he wants to buy your goods or not. Go in and explain your proposition to all the men that you can. Before you get through with the block you will find *some* prospects to whom you can make sales."

At a convention of salesmen the following answer won a prize:

"The best individual point I have ever used was to take out an order blank and commence filling it out. I find that there are lots of merchants that you have to wait for until they say, 'I will take it,' but the majority are often influenced largely by the actions of the salesmen. The next best selling point that I know of is the following motto, used by a prominent advertising firm: 'Keeping everlastingly at it brings success.' Here is another excellent point: It is often the case that salesmen do not ask for an order soon enough when demonstrating their goods to their prospective purchaser. I think it is a mistake to fill a man too full of what to him is a puzzling proposition before asking him to sign the order. There is always the danger of his getting the idea that he will never be able to understand it all, and hence he may refuse to sign if the request is delayed until after an exhaustive demonstration is completed. A leading question, such as: 'What do you think of it?' etc., put at intervals, will show to the salesman the proper time to produce the order blank. A salesman should observe closely the effect of his argument on his prospective purchaser and seize the first opportunity to secure the order. In other words, study his man.

#### FIRST IMPRESSIONS IMPORTANT

N. C. R. agents appreciate the importance of being "well groomed," as is shown by the following extract from a talk made at a meeting in Chicago:

"The first impression that a salesman makes is of immense importance. If a man likes your looks the instant he sets eyes on you and is pleased with your man-

(Continued on page 105)

## The Moving Power of One In Seven

In one week at one store 800 women asked at the counter for a fabric advertised in *THE LADIES' HOME JOURNAL*.

Was the dealer glad to sell these goods?

"Dealer influence" is really consumer influence. Obviously, to have an appreciable influence on dealers, *the dealer* must realize that you are exerting an *appreciable* influence on his customers.

What is this appreciable influence?

Relatively few consumers actually "demand" anything. Most retailers are, however, keen to take advantage of even a consumer complacency toward any brand or trademark where that complacency is obvious.

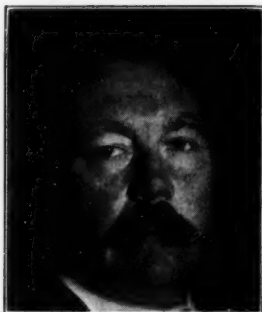
The tremendous influence of *THE LADIES' HOME JOURNAL* on the retailer is more readily explained on this basis.

Its preponderous strength can be measured only by its own moving power in every seventh creditable home in every city, town and village.

**The Ladies' Home Journal**  
Current Circulation, 1,763,000

**The Saturday Evening Post**  
Current Circulation, 1,944,000

## SIR ARTHUR CONAN DOYLE



The master storyteller has written an amazing novel of thrilling adventure that promises to be the great sensation of the year, which he calls

### *The Lost World*

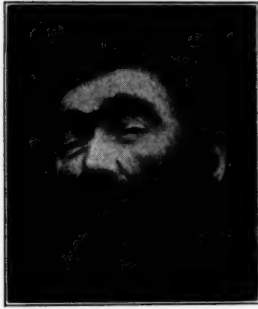
It is a tale of modern scientists who discover in the heart of South America a land where still survive the huge monsters of prehistoric ages and ape men who are the missing links in human development. The story begins

### *SUNDAY, MARCH 24*

It will be published in eighteen instalments. There is not only excitement and thrill in every chapter, but profound scientific knowledge and the highest degree of literary skill. It will appear in the periodical that paid \$25,000 for the same author's "Sir Nigel," and at an even greater word rate for "The Lost World."

### *The Associated Sunday Magazines*

## Prof. George Edward Challenger



The chief character in the astounding tale which is a radical and brilliant departure from anything ever written by

## SIR ARTHUR CONAN DOYLE

He is as extraordinary as Sherlock Holmes and as different as day is from night. All of the characters are strikingly individual and interesting in

# *The Lost World*

The author has brought to bear all his great resources of invention and literary skill in this story which promises to be a great popular sensation when it appears in the

## Associated Sunday Magazines

Issued every week co-operatively and simultaneously by and as part of the Sunday editions of the

CHICAGO RECORD-HERALD  
ST. LOUIS REPUBLIC  
PHILADELPHIA PRESS  
PITTSBURGH POST  
NEW-YORK TRIBUNE  
BOSTON POST

WASHINGTON STAR  
MINNEAPOLIS JOURNAL  
ROCKY MOUNTAIN NEWS  
BUFFALO COURIER  
DETROIT NEWS-TRIBUNE  
BALTIMORE SUN

1 Madison Avenue, New York

Record-Herald Bldg., Chicago

## Rousing the Retailer

—that's what Good Housekeeping Magazine's Trade Paper Campaign is doing—that's the Good Housekeeping Idea—

rousing him into becoming an alert opportunity-seeker—

giving him the conviction that the opportunity lies in his carrying and vigorously pushing nationally advertised goods, particularly goods guaranteed by Good Housekeeping Magazine.

Already over 2,000 dealers have enlisted through this Trade Paper Campaign.

They are sending for Good Housekeeping Magazine's cut-and-copy service for local advertising and for the transparent window sign illustrated below.

They are also giving their experiences and offering suggestions in a cash prize contest for dealers. One merchant writes:

We do not intend this letter to get any prize, but are only offering suggestions to further your purpose. We have now started to fall in line with national advertisers and are ready to co-operate with them to a greater extent. *L. J. Trudel, Trudel Drug Co., Rutland, Vt.*

Are you benefiting by this Trade Paper Campaign?

Eventually you will. But why not now?

**GOOD HOUSEKEEPING  
MAGAZINE**

BOSTON

NEW YORK

CHICAGO



## WOMAN AGENTS PROVE BUSINESS MINT

THEY CLOSE 75 PER CENT INQUIRIES SECURED BY SPIRELLA CORSET ADVERTISING — DEPENDABLE SALESWOMEN WHO SHOW LOYALTY AND BUSINESS INSTINCT

*By Charles W. Hurd.*

Less than eight years ago a small concern down in Pennsylvania began the manufacture of a specialty for women. It had no capital to carry on an elaborate advertising or dealer campaign and it could not afford to creep along four or five years in order to develop a paying business. It practically had to live off what it made as it went along.

Without a large advertising appropriation, it was hopeless of getting the co-operation of the dealers, who were already committed to some one or another of the dozen or so heavily advertised articles in that line. Something new and radical had to be done.

And the men behind the concern decided to go direct to the *woman, in her home*. That meant that they would have to sell through agents, and that these agents must be *women*. There were no precedents to speak of to show what women could do with such a proposition. It meant, or seemed to mean, endless care and difficulty in training, directing and handling them, but it was the only outlet offering any hope or promise.

The concern put the plan in operation, and to-day, after less than eight years, that same concern has 4,000 *saleswomen at work* scattered practically all over this country, each in exclusive territory, more permanent than most field organizations pretend to be, loyal, enthusiastic in many spots, and growing as a whole in business sense and experience.

This organization has produced such results for the concern that the latter was able to begin, less than a year ago, a national advertising campaign, the result of which has been greatly to multiply the productive power of the organization and extend it into

Canada and Great Britain, with factories of its own in those countries.

Its business for one month recently was more than its entire business for the first two years of its existence.

Where it was struggling to get room to stand seven years ago, it is now receiving from 2,000 to 4,000 inquiries a month and turning a high proportion of them into sales.

It has agents in fifty per cent of the towns from which the inquiries come (and they are mostly small towns), and these agents close, it is said, *seventy-five per cent* of the inquiries turned over to them. In those towns where they have no agents, they are not, of course, anywhere near so fortunate with their follow-up, but they nevertheless do exceedingly well—both of which facts point to the unavoidable conclusion that the field thus discovered is as profitable as the method of exploiting it is well adapted to that purpose.

The articles in question happen to be corsets, but they might just as well have been almost any other article of women's or children's apparel, particularly such as require fitting or possibly deriving interest from an unusual range of styles or fabrics—any article of this sort, that is to say, which carries sufficient margin of profit in it for the saleswoman to make her trouble worth while.

The success of the Spirella Company, of Meadville, Pa., could be duplicated, without doubt, by many another concern in allied lines. The W. H. Wilcox Company, of Binghamton, is proving the principle in its own field of furnishing exclusive designs of dress fabrics. Other concerns less well known are achieving some measure of success.

### THE AGENT IDEA IN ANOTHER SETTING

There is no reason why they should not. There are some very knotty details to be worked out in any such campaign, but they can be worked out in some such way as the Spirella Company has

worked them out. It is nothing more than the agent idea, as employed by the life insurance companies and book publishers, etc., carried over into another field, with women as solicitors.

The earnings of the agent are smaller, of course, than in the other lines, but they represent to many women much more than they can get as saleswomen in stores, office assistants or even as many stenographers.

One of the Spirella agents was a school teacher at seventy-five dollars per month, and now makes much more at what she says is more agreeable work.

The bulk of the agents, however, are dressmakers. Such women are untrained as saleswomen, but they are self-supporting, and that is a good foundation to build on. Probably a comparatively small number of the Spirella agents devote their entire time to the work, but an increasing number are doing so in consequence of the advertising campaign being run by the company and its co-operation with the agents in supplying them with literature to develop their local fields and instructions as to how to use and follow it up.

The company makes them pay a nominal sum for this literature in order to assure that it will be properly used. And it seems to be. One woman agent reports that her circulars and booklets are going out with every hat trimmed by a friendly milliner. Others distribute the literature themselves.

The reports show, indeed, that many of the women are developing their fields with great keenness. Many of them have trav-

eled several hundred miles to attend classes of instruction or Spirella training schools in "corsetry and salesmanship," and at the last convention in Meadville there were more than 400 women agents present to derive information and inspiration from contact with headquarters and each other.

The Spirella Company gets its woman agent by advertising in the want columns of the daily newspapers in the small towns. It assigns her exclusive territory in



Elite Style, Luxurious Comfort and Easy Grace Characterize the Wearer of  
A Made-to-Measure  
**Spirella Corset**  
*(The sold to women)*

Every Spirella is fitted to the wearer's individual measurements taken in the situation of her own bosom.

**Our Trained Corsetiers**  
will call at your home on invitation. When your corset is made, she will bring it to you, adjust it and teach you how to wear it. And, you, with this service, it costs NO MORE than a high class store corset.

**Spirella Stays**  
are ventilated; guaranteed not to rust or break; they maintain without bending, with perfect elasticity, they yield to every motion; cling to the figure like a glove; always retain shape, and last with equal facility in all directions.

**Unrestricted Freedom**  
If you drop your handkerchief or pen, or your shoe should come untied while wearing a Spirella, you may stoop with perfect grace and comeliness as if unencumbered.

**The Spirella Booklet**  
Mail the coupon in the corner and we will send you our beautifully illustrated "Spirella Style Book," telling Spirella's complete story, - too interesting for an advertisement.

**The Spirella Company**  
Dept. B-10 Meadville, Pa.  
Piquette Falls, Canada      Lehigh Valley (Scranton City) England

TO CONVEY THE IDEA OF EASE AND PLIABILITY

the town and its environs. It sells her at least one model corset, at wholesale price, and in some cases a number of corsets (often as much as seventy-five dollars' worth), which purchases she will perhaps repeat yearly or as often as new models come out.

There are two or three talking points which make it a good proposition for an agent.

In the first place, it has a new kind of boning that will bend in any direction without losing its



elasticity and with the smallest danger of breaking.

This boning is made of steel spirals, which give the corset its name—Spirella.

Secondly, the corset is backed by an iron-clad *guarantee*: If one of the steel stays breaks or rusts within a year the whole corset will be replaced.

Thirdly, the corset is made to measure and "scientifically" fitted to the customer after it has been made. It is argued that most women not only do not know the comfort and protection of a corset made to order, but do not know how to wear it to the best effect after they get it.

This justifies the existence of the Spirella local agent, who thus becomes or is set in the way of becoming a corsetiere, one skilled in the art and science of corsetry.

Perfection in this art and science, however, are not attained until the agent has taken a correspondence course in measuring and fitting and has received a certificate or diploma or, better still, has attended one of the traveling training schools conducted for the purpose of instruction by an organized manager. There are a number of these managers, and they are important links in the selling scheme.

This whole matter of instruction is more important than it would appear to be, on the surface. Instead of repelling the prospective woman agent, as it would many men, it has the effect of whetting the agent's appetite and stirring her imagination. It is as good for her consumption as it is to impress the customer.

The great thing with many of these agent-selling schemes is to get the agent by the place where she has supplied herself and let her friends supply themselves, with the articles at retail prices. In most schemes of this sort the "agent's" interest flags about this time.

It needs something to keep it going. The "something" in this case is the impressiveness of the work and the possibility of a career or business of one's own which it suggests. That sort of

## One thing— and another

It is one thing to have circulation—it is another to know what it is.

We guarantee the quality  
—that is sufficient.

*But:*

We know—we can show  
you—where every copy  
of The Ladies' World  
goes.

Ask us!

THE  
LADIES' WORLD  
NEW YORK

atmosphere is particularly vital to the existence and efficiency of an organization of this kind, and the Spirella people have been acute enough to see it, and make the most of it.

With the correspondence course and the training school, there also goes out to the agent corsetieres a little house organ called the *Spirella Monthly*, which is full of "uplift," together with inspiring reports from the firing line. This appears to be read with the keenest interest and often sheer gratitude. If this appears curious, the thoughtful reader will recall that selling of this sort offers economic independence to more than one woman. That is a fact of which more than one advertising manager might make a note.

The crowning efficiency and uplift feature is the annual convention, which plays the part in the Spirella scheme of things that the Dayton convention does in the National Cash Register world. And just as the N. C. R. salesmen are inspired by the contemplation of the general benevolence of intent as illustrated by the welfare-work organized at the factory for the benefit of the employees, so the Spirella corsetieres are edified and incited to greater effort by the harmony pervading the Spirella factories.

Taking merely an earthy, dollars-and-cents view, this is very much worth while. The women agents like it; they pass it on to their customers. In fact, it goes also to the customers first hand, for the new "Spirella" book has this to say in the very introduction:

A higher motive than mere commercial ambition underlies the Spirella idea, a motive too rarely seen in manufacturing concerns of the present day.

Spirella workers are organized socially. They are happy in so far as the Spirella Company can provide happiness. The honest workmanship reflected in the Spirella corset is well paid for, not only in money, but in the sincere ambition of the company to promote the moral and social welfare of its employees.

In the factory, sweatshop methods are repudiated. To the contrary, there prevails a help-one-another-sunshine friendliness between all, from the president to the lowest salaried worker. Sanitation and physical culture are en-

couraged to maintain the mental and physical health of Spirella employees.

The Spirella Welfare Association meets regularly, and a programme is rendered by its members. Every Spirella worker belongs. A fine orchestra is the pride of this society, and talent is encouraged. Lessons in music, china painting, etc., are furnished at the expense of the company.

Against this sort of competition, supported by national advertising, the stores and even some other corset manufacturers must be at a disadvantage. The small-town dealer can carry only a very small line of any corset. The Spirella agents secure their orders by underselling the higher-priced corsets by offering the made-to-measure corset on better terms, and outselling the cheaper corset by being on the spot with the quality argument and the guarantee.

The advertising has doubtless been as instrumental in holding the organization together as it is in pulling inquiries. The first advertisements were run last May in the *Ladies' Home Journal*, *Delineator*, *Designer* and the *Woman's New Idea Magazine*. Since then *Vogue* and *Dress* have been added. Full pages are being taken each month in the latter and quarter and half-page in the *Ladies' Home Journal* and the *Butterick* trio. The Hill & Tryon copy brings out the ideas of ease and snugness made possible by a corset built to order and boned with steel spirals.

Interesting evidence to show the business possibilities of the agent method when women are employed to reach the home is furnished by the fact that the Spirella Company has followed up its success with corsets by adding two other lines, one of corset supplies, as brassieres, bust extenders and confiners, and other accessories, and the other of waists.

Separate catalogues have been gotten out for these lines. Both lines have previously been handled by the corsetieres, but now the plan is to withdraw the waists from the corsetieres and build up a separate organization. Better results are believed to be attainable for both company and agents



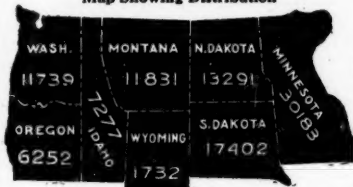
MINNEAPOLIS, MINN.

## The Leading Farm Weekly of the Northwest

**433 Advertisers** have used the *Northwest Farmstead* since its first issue, less than fifteen months ago. Among these names you will find the leading manufacturers of agricultural implements, seed and nursery dealers, incubator manufacturers and poultry supply houses, manufacturers of food products and wearing apparel; advertisers who are known nationally as among the shrewdest in the land. The big, successful tractor manufacturers used the *Northwest Farmstead* liberally in 1911 and it won out big; in fact, it gained an enviable record for result producing. Manufacturers of dairy supplies, including separators and silos, and manufacturers of veterinary remedies have found it one of the most profitable mediums.

## The Northwest Farmstead is a Winner

Map Showing Distribution



Circulation Per Count October 5, 1911

**100,000**  
Circulation Weekly  
Guaranteed

Do you realize that the *Northwest Farmstead* covers its field better than any other farm paper in the territory? Do you know that the Government statistics for 1910 census show the total value of all crops as being very close to a half billion dollars? Do you realize that the value of farm property in this section is close on to five billion dollars? Do you know that the live stock figures for this section reached the stupendous total of over \$705,000,000.00? No wonder the year 1911 closed showing the *Northwest Farmstead* as a record breaking result producer! It is fairly earning its title as the Leading Farm Weekly of the Northwest.

One splendid indication of its progress is the splendid line of live stock advertising found in its columns every issue. The way this department is growing is the best evidence of its popularity with the farmers of the Northwest.

Address Nearest Office for Expressions from Advertisers entitled "EVIDENCE IN THE CASE"

## Orange Judd Company

WESTERN OFFICES:  
1299 Peoples Gas Bldg., Chicago, Ill.  
601 Oneida Bldg., Minneapolis, Minn.

HEADQUARTERS:  
315 Fourth Avenue  
New York

EASTERN OFFICE:  
1-57 W. Worthington Street  
Springfield, Mass.

if the latter specialize on corsets and corset supplies alone.

There is an added reason why this plan may be good strategy as well as good business. Agents are generally hard to keep in line. The poor ones cause trouble. The fair ones need lots of attention to be kept going, and the productive ones are often coaxed away as soon as the work is noticed by other concerns employing agents.

First-class agents are so rare that they are in demand. Consequently, it is politic to attach the agents to the company by every means possible, and it is politic to offer as many openings as possible, as by creating new organizations to sell new lines, if the lines will support the organization.

#### CHANGE IN CURRIER PUBLISHING COMPANY

A meeting of the directors of the Currier Publishing Company was held in Chicago January 31. George H. Currier resigned as president and director, to devote all his time to *Farm Life*, which he recently purchased. Geo. E. Nelson, who has been treasurer of the company for some time, was elected president, and Curtis P. Brady, general manager.

Mr. Brady was for ten years advertising manager of *McClure's Magazine*. He states there is no change contemplated of the editorial or advertising departments. Mr. Nelson, who is a prominent lawyer in New York, represents a number of the most prominent stockholders. Mr. Brady will make his headquarters in Chicago.

#### THREE NEW COURSES FOR NEW YORK AD LEAGUE

At the dinner of the Advertising Men's League, of New York, held at the Aldine Club, February 1, H. D. Robins for the educational committee reported that so interesting had the special courses on the underlying principles of successful advertisement preparation become that three new courses were shortly to be begun: on Sketching, Advertising English and Advertising Law.

At this meeting associate membership without voting power was advocated, in order to interest possible advertisers and provide a place for young men who desire to enter the advertising field.

The Board of Trade of Asheville, N. C., has voted \$500 for the use of the Greater Western North Carolina Association, which is raising a fund of \$15,000 for advertising the advantages and resources of that part of North Carolina.

#### NON-DELIVERIES THAT LEAD TO LOSS OF GOOD WILL

ALTHOUGH USUALLY THE FAULT OF THE LETTER WRITER, THE CONDITION CALLS FOR IMPROVEMENT—SOMETHING ABOUT UNSIGNED COUPONS AND ILLEGIBLE ADDRESSES THAT AMOUNT TO THOUSANDS A YEAR—A SUGGESTED REMEDY

By W. W. Wheeler,

Advertising Manager of The Pompeian Manufacturing Company, Cleveland, O.

Many national advertisers daily receive complaints from people who have taken advantage of an advertised offer but have never received the goods. Perhaps the request was for a sample; perhaps it was a trial order. The inquirer is offended at the seeming negligence of the advertiser.

One day recently we had fifty coupons in our mail which bore no address at all, but the ten cents were enclosed for calendar and sample of cream. We have no possible way of overcoming this carelessness until the people complain, and we are confident that only a fraction of the people do complain under such circumstances. A great many people must simply put us down for dealing unfairly and let the matter drop at that.

We have an average of about twenty-five complaints a day from the people who do not get their calendars or samples. There are a hundred and one causes for this non-delivery. No address being given at all is one cause; illegible writing is another cause; partial address is still another, while of course a certain percentage of the goods are stolen in the mails, or from boxes in apartment houses, etc., etc. We estimate that there are 10,000 people in this country who are confident that we have not dealt fairly with them. During the past few years this number have certainly written to us for goods and have not received them, and have made no attempt to let us adjust the matter. In other words, we know of 10,000

people who think ill of us and indirectly ill of the magazine which carried our advertisement that brought no response to their inquiry. We have had many people write repeatedly from cities like Chicago and New York that we were not treating them fairly. In as many as three or four letters from the same people no city address has been given and our letters to these people have been returned stamped "Not in directory."

I think it is up to the magazines to run an occasional article of some length explaining the situation, and frequent smaller articles reminding the subscribers that there are a hundred and one reasons why letters are not answered, but that the good will of the public is and must be the first wish of a national advertiser and that he is only too anxious to make amends if he has a chance. Do not blame the advertiser; blame conditions which send some 14,000,000 pieces of mail matter annually to the Dead Letter Office at Washington. Such should be the tone of these articles.

I think I could write a book on the different angles which make it possible for the public to receive unfair treatment from the advertiser, yet the advertiser will be wholly innocent of any intentional wrongdoing, but perhaps occasionally guilty of lack of system in his office, or mistakes due to natural typographical errors, for human help is of course not infallible.

#### THE SPHINX BARS SPEECHES

There will be no speeches at the Sphinx Club Wednesday night, February 14, the date selected by the committee as ladies' night. Instead there will be special St. Valentine's music and professional vaudeville entertainers. The dinner will be held in the grand ballroom of the Waldorf-Astoria followed by dancing in the private "Waldorf Apartments" and the private ballroom.

Franklin P. Shumway, of the Franklin P. Shumway Company, advertising Agency of Boston, has been retained by the Pacific Mills to have exclusive charge of both their American and European advertising.



The manufacturer complained that his advertising was getting less and less resultful, and its cost daily more out of proportion to his sales.

Competitors, he said, were cutting into his trade in fields that used to be his undisputed.

Dealers, he had found, were "stocking lightly with a half dozen similar lines, and" (he almost wept as he said it) "giving people whatever they called for."

"If people are calling for named or trade-marked goods," we replied, "why does not your advertising insure you their trade?" "Well," he answered, "I suppose most of them never see my advertising; you see I—" "Yes, we know your plan and practice. We know *what* you do and *how* you do it, (that's a part of our business) but we can't figure *why* you do it that way."

"You've advertised to yourself and the retailer—but you've forgotten, or at least almost wholly neglected the consumer."

"Your present advertising campaign was designed to, and did assist, in loading up the retailer's shelves. It has little or no effectiveness in the direction of unloading them."

"The dealer used to push this or that line—does yet at times, perhaps, but when a man, woman or child goes in and asks for some advertised thing, they usually get it there or go elsewhere."

We knew, if the manufacturer didn't, that in pretty nearly every city and section where his dominance of trade had been destroyed, competitors had gone straight to the consumers by the surest, most direct, and yet withal the most economical route, through the advertising columns of the daily newspaper.

We represent newspapers in a score of prominent cities. It is our business to supply advertisers with every gatherable bit of useful information about those newspapers and the fields in which they circulate.

*We are enthusiastic advocates of newspapers as advertising mediums. We see their tremendous efficiency every hour of the day.*

*Why not send for us right now?*

THE JOHN BUDD COMPANY  
Newspaper Advertising Representatives  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## SENSATIONAL BANKING GROWTH FOLLOWS "DIG- NIFIED" CAMPAIGN

TWO ASSOCIATED CALIFORNIA BANKS  
"GET THE JUMP" ON RIVAL INSTI-  
TUTIONS AND MULTIPLY THEIR  
RESOURCES BY SEVENTY—GROWTH  
FAR OUTSTRIPPED THE PERCENTAGE  
OF INCREASE OF THE CITY'S POPU-  
LATION—QUIET HUMAN INTEREST  
THE DOMINATING NOTE

*By C. E. Auracher.*

Twenty years ago, the city of Berkeley, California, had a population of about 10,000; to-day, it claims 45,000 inhabitants.

Twenty years ago, the combined resources of the First National Bank of Berkeley and its associate, the Berkeley Bank of Savings & Trust Company, were \$100,000. On January 1, 1912, the combined resources of the two banks were \$7,000,000. In other words, while the city increased four and one-half times in population the past twenty years, the two banks increased their resources seventy times.

Now, there are seven banks in Berkeley, whose resources total nearly ten million dollars. The First National and its associate have two-thirds of these total resources—over six millions; and the deposits of the two banks are five-sevenths of the total deposits of the seven banks.

Certainly this is a remarkable showing in the face of existing facts and conditions. While these two banks had ten years' start of their nearest competitor, they have more than made up the proportionate handicap existing against their competitors. The other five banks were organized three, seven, nine and ten years ago, respectively. The city of Berkeley increased in population 206 per cent in the last ten years; the two banks increased their total resources in this time from \$1,000,000 to \$7,000,000. From these statements of the facts, one must

look beyond just a natural growth of the two banks coinciding with the growth of the city for an explanation of present comparative conditions between the seven banks of the city.

The explanation is advertising. A brief analysis of conditions reveals some interesting facts. In the first place, the advertising is prepared by Frank C. Mortimer, the present cashier of the First National Bank. There is nothing extraordinary about the banks' advertising. To use the words of Mr. Mortimer, "It is merely ordinary, straight from the shoulder talks." At the same time, the writer of the advertising knew the banks' services from the inside, he was familiar with the conditions of prospective customers, and was able to educate them up to the point where a demand was created for bank service, at the same time impressing upon their minds that his banks were about the only place where that demand could be supplied.

### BASED ON STRENGTH AND SERVICE

The advertising is based upon the strength and service of the combined banks. A comparison of the resources of the two banks with the resources of the other banks makes a strong point in the advertising. The two banks have a service for all classes—a service that is prompt, courteous and suited to the needs of customers. The advertising reflects the atmosphere of the banks, explains their services and holds out a constant cordial invitation to the people to become customers.

One of the accompanying illustrations—the "reading notice" ad—is one of a series of small advertisements which were run effectively arranged to invite the reader's attention. The bank building is used as a trade-mark in these "readers," and, in fact, on all of the advertising, wherever it is possible. These advertisements were printed in the daily newspapers and changed with each issue for



The First National Bank of Berkeley and its associated institution, the Berkeley Bank of Savings and Trust Co., are erecting an addition to their present building. The cost of the addition, with complete fixtures, will be about \$400,000. All modern conveniences for the prompt transaction of business will be installed.  
12-27-11

ONE OF THE DAILY  
"READERS"

# The Logical Way To Advertise Machinery



**H**AVING decided that the wise thing to do is to place your advertising in the field which is made up of men or concerns who use your machinery, the next thing is to select the medium in that field—

For the question of *how* to advertise is just as important as *where* to advertise.

Should you divide, say a \$5,000 appropriation among five papers or should you concentrate most of it in the *one* best paper in the field?

Should you one-fifth convince fifty men or wholly convince ten men that your machine is the one they need?

Is it better to show your card to five men or to show your product to one?

The most successful advertisers will tell you to *concentrate*—

To select the medium that reaches the greatest number of *buying units*—and then fire one broadside of argument after another at them.

This is the plan that has paid and is paying best.

The problem is to select the medium just as carefully, and from the same standpoint, that you would buy any other article.

Weigh one against another and buy the right space in the paper that fits your *concentrative* needs best.

Here, gentlemen, is the line we offer—five great avenues of approach to the buying units of five great fields.

**The Engineering and Mining Journal** (established 1866). Devoted to the metal mining and milling industry; authoritative in that field; reaching the big men of a big industry; 10,000 of them.

**Engineering News** (established 1874). The standard paper of civil engineering, the basis of all construction; 19,000 men of that tremendously big and active industry get it.

**American Machinist** (established 1877). Devoted to the work of machinery construction; read by at least 27,250; two editions published weekly in Europe, one of them in the German language.

**Power** (established 1880). Devoted to the generation and transmission of power; published for 30,000 progressive men who "turn the wheels." Back of every enterprise is a power plant and in every worth-while one is Power.

**Coal Age** (established October, 1911). Devoted to coal mining and coke manufacture; the newspaper that an old field needed. 6,250 readers every week now.

Our "Make-It-Pay" Department is maintained to help manufacturers advertise profitably in the Hill papers. Its services are given free. Why not get in touch now and let it submit you a plan of logical advertising? Address

## Hill Publishing Company

505 Pearl Street, New York



a period of nine months. The plan was to cover items of interest to the public regarding the banks.


Mr. Mortimer says: "Advertisements are inserted in all the

workmen and encourages the sale of building materials in the city; all of which reverts to the good of the city and to the institution in particular.

Display ads similar to those reproduced here have appeared in the newspapers the past year. These advertisements were collected and arranged in two small booklets. Friends and correspondents of the banks were invited to make use of any feature which might appeal to them in the preparation of their own advertising.


The results of the continuous advertising of these two banks carried on persistently year by year show for themselves, not only in the increase of resources and deposits, but also in the number of customers, for the number of depositors has increased 1,804 accounts during the past year. The total number of accounts is now 14,000, or one for every three people in the city of Berkeley.

This campaign was worked out in accordance with the unalterable conditions governing good bank advertising. Bank advertising presents problems peculiar to itself, since it must create confidence in the institution, besides



**HOUSEHOLD ACCOUNTS**  
It is unsafe and impractical to carry money on your person or keep it about the house.  
The Household Bank Account is the safe, practical and convenient way of handling your personal business. Checks insure safety and means risk.  
Fully explained at Dept. 3.

**FIRST NATIONAL BANK OF BERKELEY**



**LOAN DEPARTMENT**  
It is the intention of the Officers and Directors to offer the loaning power of the bank to customers in a manner consistent with safe banking.  
Capital and Surplus over \$200,000.00

**FIRST NATIONAL BANK OF BERKELEY**

SPECIMENS OF THE DISPLAY CAMPAIGN

daily newspapers and occupy top of column, next to reading matter, the First National Bank advertisements alternating with those of the Savings Bank. In addition to newspaper advertising, a number of booklets and pamphlets are freely used, as well as novelties."

In addition to the regular banking service, these banks maintain an information bureau where directories and current stock lists are kept on file. Inquiries from customers and the public are carefully answered. The banks' public committee room is placed at the disposal of corporations and public committees, where they may hold meetings and elections behind closed doors. A special reception room is furnished for ladies; here they may take time to rest, write, telephone or prepare checks and deposit slips. Ladies, whether depositors or not, are always welcome. The bank library is at the service of the public during banking hours. These are some of the points that increase the value of a bank to its community, and which cannot help drawing new business and retaining present customers.

The Savings Bank encourages loans for building new homes. This gives employment to local



**Is Your Will Legal?**

The preparation of a legal will is the business of an experienced Trust Company. Our facilities for these services are not equalled and complete legal advice is at your disposal when you consult the officials of our Trust department.

**BERKELEY BANK OF SAVINGS and TRUST COMPANY**



**WHEN YOU LEAVE HOME**

Remove your valuable house hold goods and send them to the First National Bank Deposit Department, where they will be carefully protected from loss during your absence. Reasonable charges are made for space in this new Storage Vault.

Further Details at Dept. 35.

**BERKELEY BANK OF SAVINGS and TRUST COMPANY**

TO EXPLAIN THE VARIED SERVICE

making a demand for the services offered. A bank prospect will not become a customer as soon as he is satisfied that the service will meet his requirements; he wants to know that the bank is safe and well managed, that he will receive prompt, courteous service, that he can get his money when he wants

it. No amount of advertising could benefit a bank *while there existed in the public mind an inkling of unsoundness.*

A prospective customer of a store wants to know only that the goods offered are value for the money; it makes little difference to him whether the store is in a sound financial condition or not. The banker must show the people that his service is worth while, and he must also win their confidence in the safety and strength of his institution.

The banker must have depositors, they are his first requirement. His profits do not come from his depositors, as such—the direct and desired results from his advertising—but from loans made to customers after depositors are secured. The problem of the banker is to advertise for the people to accept his service free of charge, conditional upon leaving their funds with him for safe-keeping.

Since soundness and service are two necessary factors for success

in banking, they are also important prerequisites for successful bank advertising. Because a bank seeks business from the people, it has a good reason for advertising; and because those banks that advertise consistently get the business we have another good reason—proof of which is herewith given in one particular instance.

#### HAYDEN BOOSTS "PRINTERS' INK" STATUTE

V. F. Hayden, chief of the literary department of the Lessing Advertising Agency, spoke on behalf of the movement for clean advertising before the Des Moines Admen's Club, January 23. Mr. Hayden strongly urged support of the measures proposed by PRINTERS' INK, and incorporated the text of the proposed statute in his speech.

E. G. Deming, the circulation investigator for the American Advertisers' Association, who was reported last week as dangerously ill at a hospital in New Orleans, died January 29.

J. H. Nixon, of Chicago, has been appointed Western representative of the International Studio.

## The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel

## WHY ADVERTISING NEEDS A CODE OF ETHICS

DIFFICULT TO JUDGE OF VALUE OF  
MEDIUMS — OBSTACLES IN PATH  
OF LEGITIMATE PUBLISHER—HOW  
REFORMERS' EFFORTS MAY BE  
DIRECTED

*By M. R. D. Owings,*

Advertising Manager of the Inter-  
national Harvester Company  
of America

[EDITORIAL NOTE:—This expression of view arrived too late to be included in the feature published in the January 18 issue, entitled, "Does Advertising Need a Code of Ethics?" As showing the stand of one of the so-called "trusts" it is worthy of special attention.]

It would seem to me that perhaps one of the chief abuses in advertising is the lack of consistency. In other words, there is not always present the close co-operation which should exist between the advertising and the sales forces. We all know there should be a close working agreement between the advertising and the sales.

The second abuse, I think, is the exaggerated or misleading statements in copy. This might be linked with the failure of publishers to exclude fraudulent advertising. The two are almost one, for it is only the fraudulent advertiser who continues to exaggerate and mislead in his advertising statements. Such exaggerations, and the failure of publishers to exclude the advertisers who continue to exaggerate, make it very difficult for the more honest advertiser to be convincing. I thoroughly believe that the leading business concerns of the country are trying to be honest in their advertising. They know that honest advertising is good business, and so it has proved discouraging sometimes to see an advertisement full of misstatements occupying space next to an advertisement which contains straight, honest facts.

I would put down as the third chief abuse the multiplication of periodicals designed solely for the benefit of their publishers. I mean by this that so many new publications are springing up that

it is very difficult to discriminate and know which are the best advertising mediums. Some of these publications secure a list of subscribers solely for the purpose of soliciting advertising. Many of the subscribers do not take the papers because they want to read them, but because they want the premium which is given with every subscription. The publication with a bona fide subscription list—subscribers who pay their money for the paper because they want to read it—is a good advertising medium, and is worth, as a rule, all it costs. But the other kind of publication which I have spoken of makes it difficult for the legitimate paper with a legitimate subscription list to exist.

Speaking for our own company, we have so many times been unable to determine the value to us of certain publications that finally, as a sure means of reaching the farmers and others interested, we have had to prepare material and send it out from the office. Naturally, this mode of circulation has used up a certain amount of our appropriation which otherwise might have gone to the publications of the country. I think it is the duty of publishers, as well as advertising men, to see to it that the advertising field is not imposed upon by publications which are in the business for revenue only. If advertising men will get close together and work hand in hand with the real publishers, many of the abuses of which we now complain will gradually disappear.

Advertising as it exists to-day is so new that it is very hard to tell whether it is a business or a profession.

Literature and art are regarded as professions, and so for this reason it seems to me that the writing and illustrating of an advertisement is professional, while the placing of an advertisement in the newspapers and magazines and the real object of its placing come under the head of business. But no matter how we may regard advertising, I think it would not be out of place to draw up a formal code of ethics.

## Nearly 500,000 Homes Know These Papers

¶ This advertisement aims particularly to attract attention to four leading high grade home *evening* newspapers recognized for their sterling quality and advertising effectiveness in their respective fields, and whose combined circulation aggregates nearly 500,000 copies daily, namely:

*The Indianapolis News*, circulation, 95,000;

*The Montreal Star*, circulation, 81,000;

*The Philadelphia Bulletin*, circulation, 250,000;

*The Washington Star*, circulation 60,000;

¶ The discriminating manufacturer who is launching a new product, aiming for popular appeal in the larger cities, might well study these markets with interest. Each city represents much from a merchandising standpoint. Indianapolis, Philadelphia, Washington and Montreal are also economical points to cover in a newspaper campaign, as a single appropriation in each territory is sufficient to reach a majority of the homes through the columns of the high-grade home *evening* newspapers listed above.

¶ To the uninitiated, here are four virgin fields for exploitation during 1912.

¶ I would like to talk to any interested manufacturer on the subject of taking up any one or all of these cities on an intelligent plan of newspaper advertising, efficiency in merchandising—plus. Dan. A. Carroll, Special Newspaper Representative, Tribune Building, New York.

# Butter Bills Versu

City people are figuring on butter bills  
figuring on automobiles. All proc  
higher prices than ever before. Of all c  
the biggest margin between living exp  
over one-half of our whole population H  
greatest market for advertised goo

## BOYCE'S BIG WEEKLIES Do

### *The Saturday Blade*

has a larger circulation than any  
other weekly newspaper in the  
world.



## 1,000,000 Copies Weekly PR

*All to country people in rural districts and*

Sold for cash without premiums by over  
circulation receipts exceed'd total adve  
copy of "O.R.B."—our latest book on

**Address W. D. BOYCE COMPANY, 50**

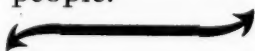
# versus Automobiles

ttter bills, but the country people are  
All products of the farm are selling at  
Of all classes the country people enjoy  
ing expenses and income. They number  
tion Hence they form the world's  
sed goods.

## S Dominate the Country Field

### *The Chicago Ledger*

has the largest circulation of all  
weekly magazines read by coun-  
try people.



ly **PROVED** for **\$2.25** Per Line

in towns of less than 5,000 population

by over 30,000 boy agents. Net cash cir-  
culation advertising receipts. Write for a  
book on advertising.

NY, 500 Dearborn Avenue, Chicago, Ill.

## EXPRESSIONS TO AVOID IN SALES LETTERS

A LIST OF USELESS EXPRESSIONS  
COMMONLY EMPLOYED THAT ONLY  
LUMBER UP THE SELLING MESSAGE  
—AWKWARD EXPRESSIONS FORCE-  
FULLY RE-PHRASED

*By Charles R. Wiers,*  
Chief Correspondent, Larkin Company,  
Buffalo, N. Y.

The average man who dictates a letter wastes a lot of valuable time in dictating things that do not get him anywhere. The following expressions, printed in italics, taken verbatim from different letters will serve to prove this point, while the revisions that follow, if well digested and observed, will bring about a much needed reform.

*We would say.*

*We would state.*

If you are sure you have something to say, just say it. Beating around the bush takes all the ginger out of a real message.

*We beg to say.*

*We beg to inform you.*

These might be all right for the common tramp who must beg to live, but not for the up-to-date business man who must sell to live.

*Enclosed herewith.*

Herewith means the same as "enclose," hence a repetition of no meaning.

*At the present time.*

At present tells the same thing, so leave out "the" and "time."

*We have investigated our books and find, etc.*

Of course, you have investigated or else you could not reach an accurate conclusion. It is always best to state a thing definitely instead of weakening it by one or more preliminaries that do not mean anything.

*We beg to enclose receipt.*

"We acknowledge" is sufficient. To add the word "receipt" is unnecessary. You couldn't acknowledge anything that hadn't been received.

*Enclosed please find.*

The word "please" is out of place. To say "enclosed find check for \$2.00 for which please

send," would be correct, as it brings the word "please" in its right relation to the subject matter.

*We shall be glad to receive your further patronage.*

Patronage can hardly be called a commercial term, and at the best it is too big for a business letter. Use the word "favors" in preference to "patronage," as it is simpler and means more.

*We regret to learn of the shortage in your shipment, etc.*

No, you do not regret the knowledge of the shortage, but rather the shortage itself. You should always be glad to learn of anything that is wrong among your customers.

*You have ordered your goods on a sheet of writing paper, and we prefer that the list be submitted on one of our regular order sheets.*

A business of any kind couldn't run very long without orders, so who cares very much whether a bona fide order comes in on a piece of wrapping paper or the outside or inside of a paper sack, so long as it actually comes. It would, of course, be more convenient to all if the order came on a regular order sheet, and for the sake of getting your customer to co-operate with you in this particular you might offer a suggestion like that which follows:

"We gain from your recent order that we have failed of late to keep you supplied with our regular order blanks, so we have sent you a number, under separate cover. The use of them, as you can readily understand, will be of assistance to both of us."

*Allow us to explain.*

*Permit us to advise you.*

*Will you pardon us if we venture to call your attention to, etc.*

If such expressions are proper, then it is somewhat absurd to request permission and state the explanation in the same letter. It would be more in order to write one letter and ask your customer if you dare explain something to him, following it with the explanation after you have his permission. The good correspondent goes ahead and does his explain-



ing, with the knowledge that the other man is busy, therefore wants his explanations and everything else delivered to him by the shortest route possible.

*We have your favor of the 24th, contents of which have been carefully noted.*

Probably there is nothing so often repeated to no advantage in business letters as this nonsense about "contents have been carefully noted." Nobody can explain the reason for it. All we know is that it has been an heirloom among business letters and as a result we have continued to use it without any thought as to its meaning. The omission of it will improve the beginning of a letter and incidentally help one to be watchful over the remainder.

*We are entering an order for the Prem. and it will be shipped charges prepaid.*

Your hall rack No. 420 will be shipped charges prepaid.

*We have now balanced your account and will consider the transaction closed.*

We have balanced your account. The transaction is closed. One or the other of these expressions would cover your point. Not necessary to use both at the same time.

*We will enter an order and send you, charges prepaid.*

We will send you, charges prepaid.

*We are now taking the matter up with RR. Co., asking them to trace, etc.*

We have asked the RR. Co. to trace.

*We have taken the matter up with RR. Co., asking them to start a tracer.*

The RR. Co. will be asked to trace.

*An order has been entered and a rocker will be shipped.*

A rocker will be shipped to you at once.

*All goods are carefully inspected before they leave the factory, and we think the damage occurred in transit.*

The damage must have been caused by an accident in transit.

*Your order was entered and we will arrange to ship, etc.*

## Admitted

Advertisers,  
admitted to  
the columns  
of the  
Woman's Home  
Companion,  
are admitted  
to a well  
considered  
privilege.



**The popularity of**  
McClure's is undoubtedly due  
to the fact that its fixed policy  
never allowed it to become  
merely a magazine of entertain-  
ment, while recognizing that  
entertainment is yet a large part  
of a magazine's mission.

The great interest of the  
people of the United States is  
in the United States—in those  
men and those measures which  
most affect it.

That magazine which pre-  
sents and represents these best  
has been their magazine.

**McClure's**

---

An order has been entered for hall seat.

*We can't account for the error, as our records show that the order was entered correctly.*

The order was entered correctly.

*We wish to explain our terms.*

Just go ahead and explain them. Never mind the preliminaries.

*We ask you to sign enclosed order blank.*

Please sign enclosed order blank.

Shipped from here with all charges paid.

Shipped from here charges prepaid.

*An early answer will be greatly appreciated as we wish to adjust this matter to your satisfaction, also sending the missing goods without additional expense to you.*

As we wish to adjust this matter satisfactorily an early answer will be appreciated.

*So we may balance your account in full and close our records of this transaction.*

So we may balance your account.

*Our records, here in Rochester, show.*

Our records show.

*We deeply regret.*

We regret.

*You are welcome to keep these.*

You may keep these.

*We heartily thank you.*

We thank you.

*We will reimburse you for any overcharge you were obliged to pay.*

We will reimburse you for any overcharge.

*Which accounts for the reason we were unable to locate, etc.*

Which shows why we are unable to locate.

*We prefer to replace the goods, although the charges will be excessive, rather than have you deduct a certain amount from your remittance.*

We prefer to replace the goods rather than have their value deducted from your remittance.

*Although you report a shortage of one box of stain remover, there is none existing in the July 17th shipment because the order of July 9th does not call for it.*

Your order of July 9th did not call for any stain remover, so none was shipped.

*According to our records we shipped.*

We shipped.

*We trust you have returned the Table which was delivered to you in error to the Railroad Company.*

We trust you have returned the Table to the freight station.

*If you are unable to locate any record of the box and the agent cannot give you any definite information, please ask that he endorse your freight bill with a statement of the shortage.*

If you are unable to find your box of tinware, please have the agent endorse the shortage on your freight bill.

*You should receive the Music Cabinet in the next week or ten days, but if it has not reached destination after ten days have elapsed, have the agent mark your paid freight bill covering the shortage of the Cabinet if it is itemized.*

You should receive the Cabinet in the next week or ten days. If not, please have the agent endorse the shortage on your freight bill and send it to us.

*We are now enclosing.*

We enclose.

*Kindly arrange to send.*

Please send.

*We can no longer furnish them at present.*

At present we cannot furnish them.

*If the goods do not arrive before you have occasion to leave town.*

If the goods do not arrive before you leave town.

*It is just possible that you do not keep complete record.*

It is possible you do not keep complete record.

*We feel sure the order will then be complete and give entire satisfaction to all concerned.*

We feel sure the order will then be satisfactory.

*It is not likely that a misunderstanding of this kind that occurred concerning this order will ever cause you any inconvenience in the future.*

It is not likely that you will

ever be put to such inconvenience again.

*Return to us together with our letter.*

*Return to us with our letter.*

*Return with this letter so it can be properly cancelled.*

*Return with this letter so it can be cancelled.*

*Arrangements you have made in deducting for missing goods are quite satisfactory.*

*Your deduction for the missing goods is satisfactory.*

*To balance your account on our books.*

*To balance your account.*

*We will duplicate and ship without extra charge to you.*

*We will duplicate without extra charge to you.*

*Arrangements have now been made.*

No point to any of this. The job of a correspondent is to tell a customer just what has been done in the fewest words possible. Preliminaries foreign to the real point are simply a waste of time and money.

*Upon investigation we find.*

*We find.*

*We are indeed sorry.*

*We are sorry.*

*As soon as this is in our possession we will, etc.*

*As soon as we receive this we will, etc.*

*We are very pleased that, etc.*

*We are pleased that.*

*Kindly mark the coat in your possession.*

*Please mark the coat.*

*We packed and shipped you.*

*We shipped to you.*

*It is indeed regretted.*

*It is regretted.*

*We would thank you to send us B/L.*

*Please send us B/L.*

*If chair is not in your possession.*

*If chair is not received.*

*Please pack chair in your possession.*

*Please pack chair.*

*You are welcome to do so.*

*You may do so.*

*We wish the freight bill taken to the freight agent.*

*Please take the freight bill to the freight agent.*

*Was sent forward.*

*Was sent.*

*Inasmuch as you have not told us.*

*As you have not told us.*

*We hope you will pardon us.*

*Please pardon us.*

*Please accept our apology for any annoyances.*

Apologies are unnecessary for trivial matters. No such thing should ever be offered unless the trouble is very serious.

*We find that we actually checked.*

*We checked.*

*In reviewing our records we find the goods, etc.*

*We find the gods, etc.*

*Upon careful investigation we find.*

*We find.*

*This amount has been taken to balance in full your account.*

*This amount balances your account.*

*On carefully going over our records.*

Simply state your conclusion. Then customer will know just what you can or cannot do for him.

*At the present time we cannot locate.*

*At present we cannot locate.*

*Upon receipt of this letter we trust you will, etc.*

"Upon receipt of this letter" is unnecessary because the customer couldn't do much of anything until he knew what you wanted.

*We are pleased to advise you that it was sent.*

*It was sent.*

*We have entered an order and instructed the manufacturers to send you.*

*We have instructed the manufacturers to send you.*

*We have entered an order for a locket to be sent postpaid.*

*A locket will be sent postpaid.*

*We are entering an order and will send you postpaid.*

*We will send postpaid.*

*We will take the matter up with Railroad Company and have tracer sent.*

We will have tracer sent. (No one but the R. R. could send the tracer.)

*We are sending you, by mail, under separate cover.*



# THE BIG SIX

## INSURE YOUR RESULTS

by devoting a portion of your appropriation to medical journal advertising. In other words, do not fail to seek medical patronage and co-operation, for success is prompt and certain to any product or proposition that secures the doctor's endorsement. Through the aid of

## "THE BIG SIX"

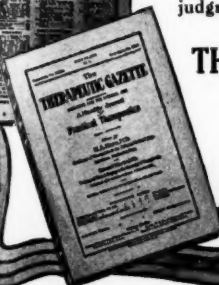
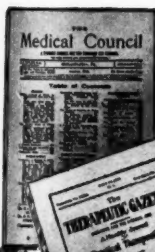
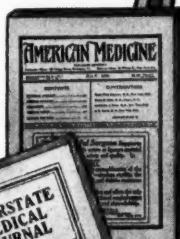
—a group of the country's leading medical journals—any worthy product can secure the respectful attention, patronage and support of the practising physicians of America.

Reaching over 100,000 different doctors monthly, advertising in "the Big Six" has been a potent factor in not a few big successes. All we ask is for the intelligent advertiser to consider the opportunities we offer. His judgment will do the rest!

## THE ASSOCIATED MEDICAL PUBLISHERS

S. DeWITT CLOUGH, Sec.,  
Ravenswood Station, Chicago, Ill.

A. D. McTIGHE, Eastern Rep.,  
225 Fifth Ave., New York, N. Y.



We are sending you under separate cover. (The implied meaning of such an expression is that the other piece is going by the mail route.)

*If you prefer to send stamps they will be acceptable.*

Stamps will also be acceptable. *Accept our thanks for your remittance of \$5.19, received November 4th. This has been placed to your credit in settlement of invoice dated August 2nd.*

We thank you for your remittance of \$5.19, which pays your bill of August 2nd in full.

*The goods ordered will be shipped at once.*

The goods will be shipped at once. (You couldn't make shipment of anything if it had not been ordered.)

*We have received the express receipt you sent to us showing the return shipment of, etc.*

The express receipt showing the return shipment has been received.

*Through an oversight on our part we failed to send, etc.*

Through an oversight we failed to send.

*The football was received in our receiving department.*

Customers are not concerned about any of your departments. The thing that interests them is whether or not a returned article has been received.

*We will reimburse you for the amount of postage and enclosed find 11c. in stamps.*

11c. worth of stamps to reimburse you for postage are enclosed.

*We have duplicated the rug and are shipping it to you at once. We hope the rug we are now shipping will arrive within a few days.*

A new rug has been shipped. We hope it will arrive within a few days and prove satisfactory.

*We are returning it to you, and you will find it enclosed.*

You will find it enclosed.

*We are sending another coat, 38" bust measure, which you request in exchange.*

We have sent another coat, 38" bust measure, in exchange.

*Will you kindly ask.*

Please ask.

*We have every reason to believe it will be.*

We believe it will be.

*It is regretted that the table which you received.*

It is regretted that the table.

*We regret to inform you your order was delayed.*

We regret your order was delayed.

*We advertise to furnish only boys' and girls' stockings.*

We sell only boys' and girls' stockings.

*No doubt this is clear to you.*

This expression might leave the impression that you were smitten on yourself or that you were not quite sure of a statement after making it.

*Our most hearty thanks are extended.*

We thank you.

*We are entering an order for another mirror.*

Another mirror will be sent.

*We shall then be able to make arrangements to send.*

We shall then send.

*But do not take any action returning it before you hear from us.*

Please do not return it until you hear from us.

*The goods on your order received by us October 24th were shipped October 26th direct to Providence, to be delivered to your address.*

Your goods ordered October 24th were shipped October 26th to you at Providence.

*If you could arrange to send.*

If you could send.

*As soon as the cut is received we will see that the new parts are sent.*

When the cut is received we will send the new parts.

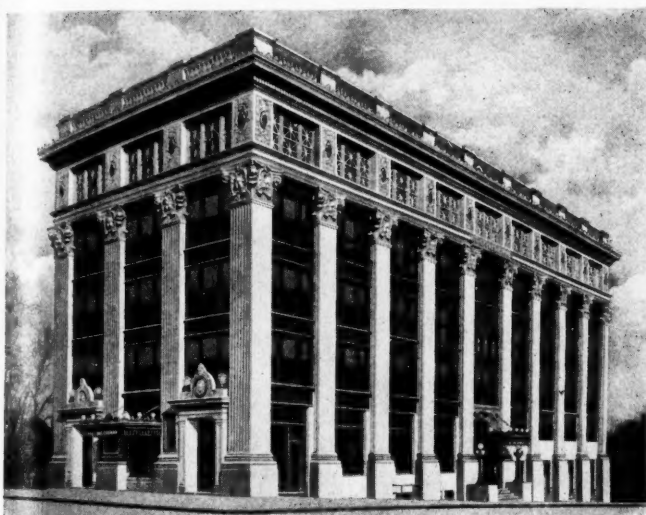
*You paid the correct freight on your goods. There was no overcharge.*

You paid the correct freight on your goods.

*Which enables us to make a thorough investigation.*

Which enables us to investigate. (It is always to be assumed that your investigation about anything will be thorough.)

*We are sending by mail post-paid.*



## HOME OF THE FARMER STOCKMAN

(OKLAHOMAN PUBLISHING CO.)

### OKLAHOMA CITY

Circulation exceeding 50,000 guaranteed.

Rate 10c. per agate line flat.

Subscription price 50c. per year.

Circulation not boosted by premiums or gifts. Proved by Post-Office receipts.

The Farmer Stockman offers a high-class concentrated Oklahoma farm circulation at less than one-fifth of a cent per agate line per thousand. Distribution in every county of the State, reaching a prosperous, well-to-do, intelligent class of agriculturists who are ready buyers of goods in use on the farm and in the home.

Write for map showing circulation and its distribution.

### THE E. KATZ SPECIAL ADVERTISING AGENCY

*Representatives*

Temple Court,  
NEW YORK

U. S. Express Bldg.,  
CHICAGO



We are sending by mail. (Uncle Sam wouldn't let you send it at all if you didn't pay the postage.)

*Through an error on our part which is regretted.*

Through an error, which we regret.

*In view of the fact it has not arrived.*

As it has not arrived.

*We are entering order for — to be sent to your address.*

We will send — to your address.

*Inasmuch as we wish you to be satisfied.*

As we wish you to be satisfied.

*We will promptly proceed with your order.*

We will fill your order promptly.

The most comprehensive letter is the one wherein elaborate acknowledgments and introductions are omitted and the subject approached quickly.

The day of reaching the subject by means of some silly apology or request for permission to write the customer has been ushered into oblivion. To-day the man who wants to get up a letter that will mean something puts the primary points in the early paragraphs and then ranks the secondary points according to their importance in succeeding paragraphs. The observance of such a method captures the attention of the other man just as soon as he gets the letter because he doesn't have to wade through a mass of meaningless material to reach the information he needs and deserves.

Now assuming you see in this a few suggestions as to how your energies may be conserved and your letters made more readable, the next question you will probably ask is, how to proceed in order to hold the attention of the real or prospective customer; to make him think as you do; to create in him a desire to learn more about you and your products?

First, try to form a picture in your mind's eye of the man you are addressing. Second, try to appreciate the local conditions under which he works or conducts his business. Third, try to get a fairly accurate idea of his likes and dislikes, which, in many instances,

may be determined from his environment. Fourth, remember that there is no man, no matter who he is or where he lives, who is not susceptible to the right appeal. Fifth, when you have finished the study of your man and his local situation, talk to him sensibly as man to man. Don't "write" to him.

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#### EASTERN DIVISION CONVENTION A. A. C. OF A.

The Eastern division of the Associated Advertising Clubs of America have now definitely settled on March 7 as the time for holding their convention in New York City.

A tentative programme for the convention follows:

First—A morning session to be called at 10 o'clock on the day of the convention. This session is to be devoted to general business and organization meeting.

Second—An afternoon session to be called at 1:30 o'clock with the following topics to be presented by the following speakers: "Fraudulent Advertising," A. W. McCann; "The Real Purpose of An Advertising Club," Herbert S. Houston; "Efficiency in the Organization of an Advertising Club," H. B. Humphrey; "On-to-Dallas," S. E. Leith.

Third—An evening session to include a banquet to be held under the auspices of the Advertising Men's League of New York.

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#### OLD DAILY IN NEW HANDS

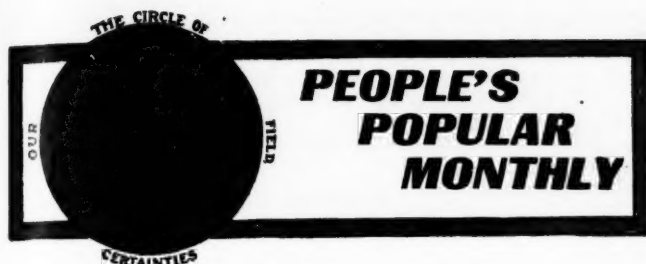
The Ithaca (N. Y.) *Daily Journal* has been purchased by Frank E. Gannett, of Elmira, N. Y., of Priest & Benjamin, the publishers for many years. The *Journal* is one of the half dozen oldest newspapers west of the Hudson River.

Mr. Gannett was graduated from Cornell with the class of '98. He was managing editor and business manager of the Ithaca *Daily News* for several years and, previous to buying part ownership of the Elmira *Star-Gazette*, in 1906, was editor of the *Pittsburgh Index*, an illustrated weekly.

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#### HEARST PAPERS THROW OUT OBJECTIONABLE MEDICAL COPY

The New York *American*, the *Evening Journal* and the *Das Morgen Journal*, owned by W. R. Hearst, have given notice that on and after February 1 no so-called objectionable medical advertising will be accepted. It is believed that the loss of income resulting from this action will more than be offset by the increase of business which will result from the cleaning up of the columns.



## Women Business Builders

During February, women subscribers of People's Popular Monthly bought more than 7,000 paper patterns from our fashion pages.

These 7,000 women had confidence in the styles shown and in the publisher's honesty.

During the same month, some other thousands of our women readers wrote the editor about perplexing social problems, about cooking recipes, handy methods of home work, etc.

Many of them sent 50 cts. or \$1.00 to help buy wheel chairs for some of the poor unfortunates Uncle Charley had told them about in our Sunshine Club.

You see, the People's Popular Monthly grips its readers because it is practical and helps them.

These thrifty, home-loving women will be business builders for you if you will show them the merits of your goods in our advertising columns.

They are the real purse string holders of the home.

Data carefully gathered by us show that these homes have an average income of \$1,211.29 each year. That means for the 525,000 homes in which the People's Popular Monthly is the favorite magazine a spending capacity of \$2,000,000.00 per day.

And these women know their storekeeper. What they see advertised and want, they ask for and get. They do their own shopping. Their personally expressed wishes to the storekeeper become his law.

Isn't it worth your while to have these 525,000 women asking for your goods?

They can't begin their campaign for you until you tell them why.

What's the use of waiting?

## People's Popular Monthly

DES MOINES, IOWA

W. E. RHODES,  
1017 Unity Bldg.,  
Chicago, Ill.

R. R. RING,  
711 Globe Bldg.,  
Minneapolis, Minn.

C. A. COUR,  
409 Globe Democrat Bldg.,  
St. Louis, Mo.

DAVID D. LEE,  
1702 Flatiron Bldg.,  
New York City.

O. G. DAVIS,  
306 Gumbel Bldg.,  
Kansas City, Mo.

# **"To Have and To Hold"**

For four consecutive years

## ***Everybody's Magazine***

has carried more lines of advertising each year than any other general magazine.

And to-day we are still carrying 75 per cent. of the actual advertisers who were running space with us five years ago. The "Result-giver" in very truth.

W. R. EMERY  
Western Advertising Manager  
1115 Marquette Building  
Chicago, Illinois

*Robert Frothingham*  
Advertising Manager  
New York

## ADVERTISING THAT COM- MITS SUICIDE

EXTERNALS NOT ALWAYS TO BLAME  
FOR CAMPAIGNS WHICH VANISH  
TO RETURN NO MORE—THE OF-  
FENSE TO GOOD TASTE IS A  
THROUGH TICKET TO OBLIVION—  
GOOD JUDGMENT REQUIRES A  
PROPER BALANCE OF BRAINS AND  
EXPERIENCE.

*By Richard L. Ferguson.*

In looking over the magazines one sometimes wonders what has become of certain familiar faces. Who killed the advertising of So-and-So is a ready question. And the answer often is: Nobody. It committed suicide.

Nothing external to the advertising itself is necessary. The goods may be all right, the medium first class, the market ready—yet the advertising may contain in itself the elements of its own destruction. It goes forth with condemnation written in its own headline or concealed in the text.

Sometimes it is a slow, lingering process; sometimes a quick transition to oblivion; but in either case the result is the same. Perhaps the quick death is least painful—at any rate, it is least expensive.

Sometimes the advertiser manages to keep the campaign alive, in spite of the fact that an occasional ad stabs itself with its own headline, or its own illustration. He wonders why the advertising doesn't pay better, complains about the increased cost of space, or blames the list of mediums. Seldom does he look in the right quarter—to himself—when placing the blame for the demise.

An advertising manager in a city not a thousand miles away from New York got the efficiency bee buzzing around him. He wanted to get his boss to OK. his description of himself as a real live wire. So he prepared some copy with an offer of samples of the product at a ridiculously low figure, "for introduction only." It looked good to the boss, and was run in mediums of large circulation. The mediums were all

right, the copy was good, and the inquiries poured in with remittances at a great rate. There was only one thing the matter with the whole campaign: The factory couldn't turn out enough of the product in six weeks to fill the orders which came in the first two days.

The campaign committed suicide right there, for about 7,000 people who had entrusted their money to the concern, set it down as a fake, and the Post-office Inspector came around to "see about it" within two weeks. The advertising manager blamed it on the boss for passing the copy, but the latter remarked, wisely enough, that he didn't pretend to know anything about advertising, and had no idea how many inquiries those magazines would pull. The advertising manager knew what the capacity of the factory was, and it was up to him not to swamp it with unprofitable business.

Another concern got into deep water financially, and a successful manufacturer in another line took charge. The near-bankrupt house manufactured toilet articles, and the new boss had made his success selling store fixtures. The royal road to advertising success was *via* colored inserts in the trade papers. He knew because he had been there. He didn't intend to sell his goods direct to the consumer—this was no mail-order house. "Advertise the goods to the man you are going to sell them to" was his motto, and he lived up to it. But the concern died.

### OVERSTEPPED THE BOUNDS OF GOOD TASTE

Quite recently, automobile owners in Philadelphia and vicinity received a black-bordered envelope, addressed in a feminine hand, and under two-cent postage. In size and shape it was correct with reference to good social usage, and it bore every evidence of containing a personal message of bereavement.

Inside was a card headed "New Prices on Tires."

The following letter which

Richard A. Foley, the Philadelphia advertising agent, wrote to the perpetrator of the cute little scheme represents the feelings of a great majority, no doubt, of those who received the envelopes:

This morning I received through the mail in a mourning envelope an announcement from you of 20 per cent discount on tires.

I want to assure you that I would never under any circumstances purchase one dollar's worth of supplies from a concern which would so far forget the decencies of life as to utilize the most solemn thing in life—and that is, the coming of death—as a cover for an advertisement.

I have seen many things in bad taste but I assure you that this is the worst that ever came to my attention.

That's prompt suicide, prompt and decisive. Bad taste is always, sooner or later, fatal, if it is persistently invoked. A campaign can recover from a single ad in bad taste, if the rest are good, but a series of them spells plain suicide.

WHERE "HUMAN INTEREST" IS UNDESIRABLE

It isn't necessary to offend good taste in handling copy which deals with personal matters. The maternity skirt people have made a conspicuous success in advertising a product which is intensely personal. They did it by keeping the "human interest" element out of it entirely. They had the good taste to realize that it *must* be kept out of it.

Time was when the higher class of cosmetics and ointments, like Cuticura and the rest, were advertised with pictures on the "before and after taking" order. But not any more. They learned that blemishes are repulsive, and that a picture of disease is not a good way to get favorable attention. Even the worst class of patent medicine copy is getting farther and farther away from the sick and weary type of illustration, and are learning to place the emphasis upon the health (?) which will follow the use of their preparations. Where formerly they ran a picture of a poor old wash-lady in the extremity of rheumatic pains, they feature a fatherly gentleman in side whiskers who be-

nignly recommends magnetic insoles. Instead of a dismal perspective of sore feet, they show a silhouetted damsel pirouetting in evident relief. They are learning that backache is sufficiently evident to the possessor thereof to need no illustration.

The advertising which commits suicide is advertising which offends good taste, good judgment, or the truth. Good taste has been defined somewhere as the "bias of men's souls." It may not be rational, maybe it is obsolete, like the buttons on the back of a frock coat which were put there to hold up a sword-belt, but it is there just the same. Good judgment is a product of brains and experience working in harmony. When either of them entirely obscures the other, trouble is likely to follow. A lie includes its own sentence of execution. If it doesn't commit suicide in this generation it will eventually, just as sure as it is a lie. And somebody is going to be underneath when the wreck happens.

#### SOUTHERN AD MEN TO MEET AT ATLANTA

The advertising men of eleven Southern States will hold a convention in Atlanta, February 16 and 17, the occasion being the annual meeting and election of officers of the Southeastern division of the Associated Advertising Clubs of America.

The Atlanta club is to play the part of host, and many important business sessions have been outlined. The social feature will not be overlooked, and luncheons, a theatre party, attendance upon the automobile show, auto rides to the several country clubs and a banquet are among the good times planned for the visitors, as well as for the members of the Atlanta Club. George M. Kohn is looking after the programme of the business meetings. The meetings will all be held in the convention hall of the Piedmont Hotel.

#### THE "CENTER OF PUBLICITY"

There may be a divergence of opinion as to the center of wealth or population of the United States, but all agree that the real "center of publicity," for a few days at least, will be Dallas, beginning May 19.—Dallas Ad League's O.K.'d Copy.

G. Beasley, advertising manager of the Addison Dry Goods Company, Grand Haven, Mich., has resigned his position to accept a position with Lord & Thomas, of Chicago.

# The Biggest January

In January, 1912, The Chicago Record-Herald contained 2,247 columns of advertising, exceeding the amount printed in any previous January in the history of the paper. Following is the record of gains and losses of the Chicago morning newspapers in January, 1912, as compared with January, 1911:

<b>The Record-Herald</b>	<b>Gain 51 Columns</b>
<b>The Tribune</b>	<b>Loss 207 Columns</b>
<b>The Inter Ocean</b>	<b>Loss 103 Columns</b>
<b>The Examiner</b>	<b>Gain 15 Columns</b>

The above figures are furnished by the Washington Press, an independent audit company, which supplies advertising statements to all of the Chicago newspapers.

## The Chicago Record-Herald

**NEW YORK OFFICE . . 710 TIMES BUILDING**

THE HOUSE  
BEAUTIFUL



AMERICAN  
SUBURBS

**T**HE HOUSE BEAUTIFUL and AMERICAN SUBURBS have been combined.

The new publication will be called THE HOUSE BEAUTIFUL.

HERBERT S. STONE will remain editor.

The owners will be THE HOUSE BEAUTIFUL, INCORPORATED, Philadelphia and New York, with a capitalization of \$500,000.

The combined circulation of the two magazines now exceeds 50,000.

The new advertising rates will go into effect at once—\$350 per page—80 cents per line. The old page rate of THE HOUSE BEAUTIFUL was \$220.50; that of AMERICAN SUBURBS was \$150. Advertisers now using space in either publication will get the benefit of the combined circulations until the expiration of their present contracts. Advertisers using THE HOUSE BEAUTIFUL for the first time will secure this combined circulation at a reduction in the rate from the combined rates of the two publications.



## THE HOUSE BEAUTIFUL

**M**R. STONE is unique in the publishing field. He is an artist as well as a publisher. Formerly of the firm of Stone & Kimball, his influence upon beautiful book-making has been great. THE HOUSE BEAUTIFUL under his management has been an important factor in developing taste in the building and decoration of American homes.

## AMERICAN SUBURBS

**A**MERICAN SUBURBS, founded in 1909 by G. Henry Stetson, has been a beautifully printed and ably conducted magazine. Its circulation has grown from Suburban Philadelphia to Suburban United States. It had a complete printing plant, a large circulation and a growing advertising patronage when it was combined with THE HOUSE BEAUTIFUL.

# The New House Beautiful

The great success of the new publication will be due to the fact that Mr. Stone remains in editorial charge, and, with the fully equipped plant of AMERICAN SUBURBS, important innovations may be expected in the physical appearance of the magazine. The use of color forms will be an interesting feature in coming issues and will enable THE HOUSE BEAUTIFUL not merely to describe, but actually to show a variety of color schemes.

The editorial and advertising offices will be in New York City. The advertising department will be conducted by WALTER C. KIMBALL, INC., and contracts for 1912 will be accepted with a definite guarantee of a minimum of 50,000 circulation, although greatly in excess of that number will be given.

## WALTER C. KIMBALL, INC.

Advertising Managers

1 MADISON AVENUE, NEW YORK

PAUL W. MINNICK, Mgr.

Western Manager  
N. J. PEABODY

14 W. Washington St., Chicago

New England Manager  
T. S. BELL

6 Beacon Street, Boston

## DOUBLES ITS SAILINGS BY NEW "REASON-WHY" COPY

UNITED FRUIT COMPANY GREATLY  
INCREASES PASSENGER BUSINESS  
TO JAMAICA AND CENTRAL AMER-  
ICA BY DROPPING OLD NEWSPAPER  
"CARD" FOR MODERN INFORMATIVE  
ADVERTISING

*By Charles H. Willard.*

The United Fruit Company broke away from precedent last summer and turned its old-time sailing card into live newspaper copy to attract passengers with the result that it has now been obliged to double the number of its sailings to Jamaica, Panama, Colombia and Costa Rica, and run semi-weekly instead of weekly trips.

The increase was out of all expectations, although the departure was taken only after considerable study of the situation.

Look through the commercial pages of any daily newspaper and you will find on one of the pages a list of sailing cards of steamship lines—two or three columns perhaps of bald announcements that such and such steamers sail for such and such places on such and such a day. Nothing more—generally not even white space enough to make the announcement readable.

The theory of those who make use of these cards is that they have only one possible function and that is to give a few last details to a man who already has his mind made up. The steamship companies—most of them—do not see any opportunity here for *helping a person to make up his mind* by tying up the foreign news and travel stories in the news columns of the papers with their own story.

Within a year, however, there have been several signs of unrest in these columns and one or two of the companies have broken away from precedent with most satisfactory results to themselves.

The United Fruit Company had been plodding along with the others in the good old way, carrying

a card in a small list of papers for the purpose of making it easy for prospective passengers to find out what they would have taken all the necessary trouble to find out anyway.

Last summer it changed its mind and began to run real advertising copy, generally sixty lines single, but sometimes double, column. Attention and interest-getting value is injected into this copy by little pictures of inviting tropical scenes and life aboard ship.

The United Fruit Company's lines run to Jamaica, Panama Canal, Costa Rica and Colombia. It has large fruit plantations in Central America and its freight interests are of major importance.

Modern steamships and the refrigeration process have wrought a revolution in the method of handling tropical fruits. It no longer has to be picked green and left to mature in transit or in Northern store houses. It can be picked all but ripe and brought in chill storage to the Northern market. It no longer has to be carried above deck but can go below, leav-



As you sink contentedly into your steamer chair and fill your lungs with the soft sea air of the tropics you realize as never before the lure of Southern seas. Forget these raw wintry days! Go to Jamaica and thence to the Panama Canal and Costa Rica. It's a glorious trip. For 24 days our steamer is your hotel, where you will enjoy every ocean luxury. You will have a day ashore in Jamaica (or longer, if you wish), three days at Colon, where you may inspect the Panama Canal, using the steamer as your hotel, and five days in Costa Rica. To Jamaica and return, \$65.50. You can sail from New York any Saturday; the cost of the entire Cruise is \$140.00. Or you can take our 22-Day Cruise to Jamaica, Panama Canal and Colombia, sailing from New York any Wednesday, \$135.00.

### United Fruit Company

STEAMSHIP SERVICE  
17 Battery Place Tel. 1525 Room NEW YORK (21)  
Or Any Authorized Tourist Agency

NOT EVEN AN ECHO OF THE OLD "CARD"  
STYLE

ing the upper part of the vessel to be utilized for passengers.

The extent to which the profitable passenger traffic could be developed was problematical with the management but after they de-

cided to put "selling thought" into their advertising copy they also decided to spread it over a sufficiently large territory to assure some measure of results.

The new copy began to appear last summer and is now running in the leading papers in the leading cities east of Chicago, and also St. Louis and San Francisco—fifty or sixty papers in all in thirty-two cities. The larger copy, seventy-five lines double, is run daily in a few New York papers, one Boston and one in Philadelphia. In the other New York and big city papers the double column ad is run once or twice, the sixty or seventy line single column and a twenty-five line card alternating, and in the out-of-town papers the sixty or seventy line single column runs three times a week.

The copy is changed every insertion but repeats once or twice at intervals of two or three weeks.

The accompanying reproduction gives an idea of the vast gulf that yawns between the old sailing card and the present copy. The idea has been, as W. P. Colton says, to pick out the attractions which the voyage offers and feature them in the advertising—golfing, bathing and boating at Jamaica, sight seeing at Panama, dozing on decks, etc., etc.

The busy northern world does not remember that all these pleasant things are to be had almost at its doors. It has to be reminded, and re-reminded.

#### CHICAGO TRADE PRESS CONSIDER THE FRONT COVER

H. H. Kress, advertising manager of the Jeffrey Manufacturing Company, Columbus, Ohio, was the principal speaker at the regular monthly meeting of the Chicago Trade Press Association, January 29. His subject was: "Selling the Front Cover from the Advertiser's Standpoint; Why Trade Papers Should Be of Uniform Size; and Special Issues." Other speakers were H. E. Cleland, of the Hill Publishing Company, New York; A. G. Langworthy, advertising manager of Fairbanks, Morse & Co., Chicago; W. B. Greene, of the Stephens, Adamson Manufacturing Company, Aurora, Ill.; C. A. Tupper, Allis Chalmers Company, Milwaukee, and Julius S. Holl, of the Link Belt Company.



He was boasting of a mailing list of fifty thousand prosperous village homes in interior New York and New England and adjacent states, and we smiled.

We told him we could give him a list of one hundred and forty thousand just such homes as he described through  
**THE UTICA**

### **SATURDAY GLOBE**

and in addition the positive assurance that they are live, up-to-date addresses, proven by the five-cent payment for the paper as it is delivered; also the further assurance of a welcome such as his circular matter never received.

*When cost was compared, he threw up his hands.*

*An advertisement occupying as much space as this in the SATURDAY GLOBE costs about one-thirtieth of a cent a home.*

The circular letter was sure to cost a cent plus, each.

We are at your service any time, anywhere.

**THE JOHN BUDD COMPANY**  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

## HOW THE "I AM" STYLE OF COPY STARTED

"When Homer smote his bloomin' lyre,  
He'd heard men sing, by land and sea;  
And what he thought he might require  
He went and took, the same as me."

The foregoing stanza from the pen of Mr. Kipling is called to mind by the increasing number of ads couched in the "I am" style of composition. Hardly a day passes without bringing to light another of these autobiographical gems.

Robert H. Davis, of the Munsey publications, claims whatever honor there is left for having originated the style in an ad which he wrote for the Hoe printing press last July, the text of which is reproduced herewith, accompanied by Mr. Davis's autograph.

The original was called by George Allan England "a stern, half-rhythmic poem of modernity," but nobody thought, and Mr. Davis least of all, that it was going to set a style for that sort of thing in advertising circles.

It will probably run its course, as all styles do—it has been applied already to almost everything, from cash registers to Shoshone Indians—and in the end Mr. Davis will have just as much satisfaction in the literary flavor of his original as if it had never been copied. Its value as literature and its value as advertising are two distinct things, and the gentlemen who borrowed its style were concerned only with one of them. Mr. Davis had the other in mind, and is clearly entitled to all the credit there is on that side of the question.

PRINTERS' INK's library of imitations now contains fourteen specimens of the "I am" variety, and is nowhere near complete. The guaranteed original is reproduced herewith so that those who really wish to adopt the fashion may have a standard to work to. It would seem to a man on the fence, however, that the advertising value of the style lay chiefly in its novelty, which has been pretty well worn off by now.

### C. J. BOYLE LEAVES BUTTERICK'S

Charles J. Boyle, for five years New England manager for the Butterick Trio, has resigned. Prior to his connection with the Butterick firm he was sales manager of the Acme Washing Machine Company, of Columbus, O.

Frank E. Morrison has been appointed special representative of the O. J. Gude Company, New York. Mr. Morrison was formerly advertising manager of *Success Magazine*.

## I Am the Printing-Press.

BY ROBERT H DAVIS

**I** AM the printing-press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brains.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of to-day, the herald of to-morrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

When I speak a myriad people listen to my voice. The Saxon, the Latin, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge, power. I epitomize the conquests of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches; at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing-press.

July 1911

Robert H Davis

THE ALLEGED ORIGINAL MONOLOGUE

No matter what he may tell you—every thinking advertising man knows in his own heart that “zone” advertising is the nearest approach to scientific advertising yet devised.

However they may scoff, any magazine would be glad to sell its advertising by “zones” if it could; and sooner or later every magazine with a big enough circulation will.

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tion and regis-

and Representatives capable of under-  
standing how grotesque were their  
ideas, were nearly worn out in their  
endeavors to bring the measure into  
some decent conformity with the Con-  
stitution. Mr. TOWNSEND's automob-  
ile bill can never be brought into con-  
formity with the Constitution and the  
decisions of the court.

#### THE TIMES IN JANUARY.

January was a month of record-  
breaking and record-making in the  
sixty years history of THE NEW YORK  
TIMES.

It printed more items of news than  
in any previous month in its history.

It printed more special telegraphic  
dispatches of domestic news.

It printed more special foreign news  
dispatches.

It published more reading matter,  
more city news, and commercial and  
financial news.

It published more pages of its regular  
daily and Sunday editions than in any  
previous month.

It had a larger circulation and more  
readers than in any previous month.

It published a larger volume of ad-  
vertising than ever before in any single  
month.

The readers of a newspaper are the  
final judges of its quality. From the  
fact that THE TIMES had more readers  
in January than ever before it would  
appear that their judgment was favor-  
able.

#### THE CATSKILL AQUEDUCT.

The Catskill aqueduct, a U-shaped siphon under the Hudson at  
Storm King Mountain already giv-  
ing the city of New York water, will  
be completed this city, though its popula-  
tion is ten times the city. The blast which  
Mayor GAYNOR fired on Tuesday  
celebrated the opening of the aqueduct.

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#### TOPICS

#### Her Results at Least Are Original.

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from The New York Times  
Friday February 1, 1913

## HOW TO LOOK BEFORE YOU LEAP

SUCCESSFUL CAMPAIGNS ARE WON BEFORE A SHOT IS FIRED—MAKING CERTAIN ON THREE GREAT ESSENTIALS—KNOWLEDGE OF YOUR PRODUCT THE FIRST OF THESE—QUESTIONS TO ASK YOUR BRAND BEFORE YOU CAN HOPE TO WIN A MARKET

By R. E. Fowler,

Advertising Manager of the Printz-Biederman Company, Cleveland, O.

If we are to take the trade reports of business failures as a barometer of business conditions, we must admit that there are many firms, striving to win a market, which miserably fail—firms, which in the first flush of business endeavor, seem successful, but which eventually become business derelicts and in many instances a menace to the fundamental principles of business.

There must be some good and sufficient reason for these failures. There must be something left undone in their business propaganda that put a bar to successful effort.

If we can uncover some of the weaknesses of their policy, we may be able to place over these shoals of business a beacon light that will act as a warning to other navigators.

Many manufacturers seem to think that winning a market consists of the manufacturing of a product, the engaging of a sales force and the setting aside of an advertising appropriation. And when you mention an advertising appropriation it brings to mind the appalling ease with which hard-headed business men are led into the spending of vast sums of money—men who could not be cajoled into the investment of \$10,000 in new equipment, no matter how great the need; men who would not think of erecting a business block costing \$50,000 without engaging the services of the best architect obtainable and having definite blue-prints of every floor as well as a general reproduction of the exterior shown them, will cheerfully in-

vest, on the advice of a plausible stranger, three times \$50,000 in an advertising campaign for the promotion of a new product without a clear conception of how the money is to be expended, or whether there is a logical market for his product or not.

Isn't it time we stopped to think; to analyze; to dig a little deeper into the garden of facts? Isn't it time to take the truths that we have at our command, and from them draft a consistent plan of action by which we can work intelligently and with reasonable chance for success?

What I say will be directed more to the men who are just launching their crafts than to the men of the other ships, but even the complacent man who feels that he has won his market can well afford to listen.

The fundamentals required for winning a market are: First, a clear, concise and logical analysis of your *product*; second, a clear, concise and logical analysis of the *field* in which your product can be profitably sold; third, a complete analysis of the scheme of *distribution* you intend to employ and of the media through which you intend to tell the story of your product to the retailer and to the purchasing public.

### UPON THESE ROCKS YOU MAY BUILD

The analysis of these three factors is your foundation. Running through them and flowing out of them are many other factors that have a bearing on the success of your business. Some of these are service, co-operation and efficiency.

I will treat these factors in their logical order, beginning first with the analysis of your product. (See chart on page 56.)

To the man just starting; to the man who has bucked the game for years without winning, and to the man who has won a measure of success, I say: *Analyze your product!* I wish that I could burn this into the top of the desk of every man who is now or who will be engaged in a business venture, for on the proper assimilation of its import and upon the proper application



of this analysis rests the entire structure that he would rear.

Be sparing of the questions you ask your product and you invite failure. Be searching in your analysis and you are reasonably sure of success.

#### IF A DEMAND EXISTS

The first question that naturally arises is, "Is there a demand for this article?" and leading out of the question, if there is a demand, we immediately find a number of others. The first: "Is it developed or undeveloped?" and upon the answer to this question may stand or fall the success of your venture. If the answer should be "Developed," you immediately know that the heavy expense of an educational campaign is eliminated from your calculations and that your plan will be to convince the jobbers, dealers and consumers that your product is desirable. On the other hand, this answer to this question immediately brings into the arena the element of competition with established concerns which will be taken up later.

You will also want to know if this developed demand was caused by necessity or whether it was the result of an educational campaign.

If, however, the answer should be "Undeveloped," you are face to face with a condition, which, if you desire national distribution, will call for great sums of money for educational purposes; not for a season or a year but for a period of years, and you must realize in the beginning that your venture, saddled with these tremendous expenditures, can not be profitable to you for some time to come.

In fact, given a product of undeveloped demand and a limited amount of capital for educational purposes, it would be foolhardy to attempt to acquire national distribution. It is being attempted, however, every day, and in many cases the firms who attempt it are numbered among the missing within a few years. The only logical thing to do would be to use your capital in

local educational work and in creating local demand and then using this local demand as a nucleus to reach out for a territorial or sectional demand. In this way you would be safe. You would not only be working along the lines of least resistance, but you would also be concentrating your entire educational force on a given community and, consequently, could look forward with reasonable hope to accomplishing your purpose.

The next two divisions: Is it a forced demand, buoyed up by the heavy advertising campaigns and skillful salesmanship? or is it a natural demand because of supplying an existing want? are answered by the above so we can pass on to the next division.

Is it a permanent, all-year-round demand, or is it a seasonable demand? The answer to this question is going to decide to a great extent the manufacturing conditions with which you must contend. It's going to have a bearing on the wages you will have to pay your employees. It is going to have a bearing on your moral, social and religious life.

If the answer be "Permanent Demand," it means the steady whirring of wheels from January to January with just enough machinery to keep a step ahead of the demand. It means contented workmen because their positions are permanent year in and year out and their working hours regular. It means that you can enjoy life, become acquainted with your family and sleep like a boy at night.

If the answer be, "Seasonable," it means thousands of dollars in machinery that for months out of each year will stand idle and that other times will race madly to gather as much as possible of the fleeting demand. It means high pressure, overtime, crowding of your employees alternating with periods of absolute idleness. This causes poor workmanship under the hurried conditions, dissatisfaction, labor troubles and expense.

To you it means long hours on high gear, night work, Sunday

THE BEST POSSIBLE INDICATION  
of the kinds of business for which the  
**INTERNATIONAL STUDIO**  
IS THE LOGICAL MEDIUM  
is the following partial list of its  
**FEBRUARY ADVERTISERS**

*All Leaders  
in Their  
Respective Lines*

*Other Recent  
Issues Contain*

**AUTOMOBILES** Packard Motor Car Co.

*5 other Auto-  
mobiles.  
1 Tire Company*

**INTERIOR  
DECORATION  
AND  
FURNITURE**

Wm. Baumgarten & Co.  
George C. Flint Co.  
P. W. French & Co.  
Wm. Leavens  
James McCreery & Co.  
Tiffany Studios  
Tobey Furniture Co.

*2 other Furni-  
ture Mfrs.  
5 Rug Dealers*

**STRUCTURAL  
DECORATIONS**

Associated Tile Mfrs.  
Lowe Brothers Co.  
Sargent & Co.  
Sherwin-Williams Co.

*1 Constructing  
Engineer.  
1 Mfr. of Wall  
Coverings.*

**MUSICAL  
INSTRUMENTS**

The Baldwin Co.  
Columbia Phonograph Co.  
Kranich & Bach  
Welte-Mignon Piano Co.

*4 other Pianos.  
1 Player.  
1 other Talk-  
ing Machine.*

**JEWELRY,  
SILVER,  
GLASS**

The Gorham Co.  
A. H. Heisey & Co.  
Tiffany & Co.

*1 other Silver-  
smith.*

**\$120 A PAGE**

**RALPH W. CAREY**, Advertising Manager  
110 West 32nd St., New York

**T. H. NIXON**  
*Western Representative*  
1308 Kesner Bldg., Chicago

**CHAS. S. PARR**  
*Eastern Representative*  
525 Tremont Temple, Boston

planning, estrangement from your family and friends and a speculative business that you are never sure of.

Let us proceed to the next subdivision, serviceability. Running out of serviceability we will find five very pertinent questions that we must ask your product and the first is, "Is it a necessity?" Is it something that the buying public need and have use for every day? If it is we know that you are assured of a widespread demand, but if the answer should be, "No, it is a luxury," we immediately find our selling field narrowed to those people who are able to afford the gratification of their luxurious tastes.

The next question, "Is it a convenience?" "Does it make some

operation easier?" "Does it in some way shorten the time necessary to complete a task?" "Does it add something to the sum total of human happiness by making the way smoother for its purchaser?"

Vacuum cleaners are a convenience. Vacuum cleaners make sweeping easier; they shorten the time necessary to thoroughly sweep a room, and they do add something to the total of woman's happiness by robbing of its drudgery the very necessary task of sweeping. Around this one point the campaigns of the vacuum cleaner companies were built. They adopted the previous efforts of the carpet sweeper people and improved on them.

"Is it durable?" and "Is it eco-

Product	Demand	Developed	By education
		Undeveloped	
	Serviceability	Forced or	By necessity
		Natural	
		Permanent or	
		Seasonable	
		Is it a necessity?	
	Quality	Is it a luxury?	How does it compare with competing articles on these items?
		Is it a convenience?	
		Is it durable?	
		Is it economical in use?	
Product	Price to	of raw materials	How does it compare with competing articles on these items?
		of design	
		of workmanship	
		of appearance	
		of finish	
	Profit to	Jobber	How does it compare with competing articles?
		Broker	
		Retailer	
		Consumer	
Product	Competition	High	Larger than on competing lines
		Medium	
		Low	
		Same as on competing lines	
		Smaller than on competing lines	
	Competition	Manufactured	Officered by old men
		Jobber	
		Broker	
		Retailer	
		Aggressive	
		Lax	
		Long established	
		Newly established	
		Wealthy	
		Limited means	
		Their sales plans	
		Their adv. campaign	
		Their policy toward customers	
		Their sales manager	
		Their sales force	
		Their credit department's attitude toward customers	



## “Strathmore Quality”

### Book and Cover Papers

Your booklets and catalogs will make their bows in “Sunday” clothes if you specify “Strathmore Quality” Book and Cover Papers.

They have an almost human way of adapting themselves to the humor of your message—of showing your proposition off to its best advantage.

The “Strathmore Quality” line contains a stock that will be in perfect keeping with your story—whether it is of dainty millinery or powerful automobiles.

Ask your printer to show you the “Strathmore Quality” Sample Books. Or we will send them direct to you, if desired.

*Strathmore Paper Company*

MITTINEAGUE, MASS., U. S. A.

nomical in use?" Both of these questions are vital; for an article may be a necessity; may be a convenience; may have a permanent, natural, developed demand, but if the article is not durable and is not economical in use it can not be profitably marketed.

No one cares to buy an article, no matter how much one needs it, unless one is convinced that the article will perform its functions economically and at the same time render an efficient and lasting service because of its durability. Be careful with these questions and if your product can not answer both of them affirmatively postpone your quest for a market and experiment with your product until you absolutely can answer them as they deserve to be answered.

The next sub-division, quality, has a direct bearing on the previous division and in many cases, if properly analyzed, will answer affirmatively the questions which I have just said must be given the most careful consideration. "What is the quality of your raw materials?" "Are you using only the best and carefully examining and testing them?"

#### HOW DOES IT LOOK?

What is the quality of your design? Is it suitable to the article and to the use the article must be put? Closely allied with this question is the quality of appearance. Don't pass these two sub-divisions carelessly. You are going out to bid for the approval of a vast audience. Things that will sway one portion will leave the other untouched, but you want your article to be as near psychologically perfect as it is possible to be, so that you can appeal to and influence the majority of all men and women; the first impression that your buying public will receive of your product will be through the medium of the eyes, so see that not only the quality of the design is right but also that the quality of appearance is 100 per cent pleasing.

Quality of workmanship. Examine this carefully; for be the quality of raw materials of the

highest rank, the quality of design and appearance all that you could ask for, but the quality of workmanship mediocre, you will find that the good qualities are outweighed by this one bad quality and your articles of negligible selling value. The quality of workmanship will seriously affect our next step, quality of finish, which is deserving of as painstaking care as any of the others.

One may think that I am dwelling unnecessarily long on the subject of quality, but you will discover, if you have not already, that the buying public is *looking for quality and regardless of the price they pay*; also that your article will be weighed in the scale of their minds by its comparison with competing articles already on the market or that are daily being added.

See to it that the scales of division balance true to your product when the comparison is made.

#### THE FIELD OF PROFITABLE SALE

Price to the jobber, the broker, the retailer and the consumer will, to a great extent, determine the field of profitable sale for your product. If you are fortunate enough to have an article of medium or low price it opens up for you the widespread buying power of the masses, but if your price must be high your strongest demand will be derived from the people of easy fortune, and statistics say that but five per cent of the men of this country have an income of \$3,000 per year or over; so that you can easily see the very limited demand for a high-priced article.

Remember, also, that your product will be weighed and compared with competing articles on the question of price as well as on the question of quality.

Our next step is profit to the manufacturer, meaning yourself; to the jobber; to the broker and to the retailer. You have now arrived at the "reason why" of all business endeavor. You have uncovered the mainspring of business life; the great motor that turns the wheels of our commerce.

# GOING SOME!

DURING THE MONTH OF JANUARY



In comparison with the same month last year made a substantial **Gain** in Total Advertising, while both the New York World and New York Herald Lost

<b>American</b>	<b><u>Gained</u></b>	<b>35,944 Lines</b>
<b>World</b>	<b>Lost</b>	<b>34,350 Lines</b>
<b>Herald</b>	<b>Lost</b>	<b>79,253 Lines</b>

Figures are those supplied by the Statistical Department of the Evening Post.

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During the month of January the New York American published

**66,456 Lines of Automobile Advertising**

A Gain of 65 per cent. over the corresponding period  
\* last year, a greater gain than that made by  
any other New York morning or  
evening newspaper.

Figures are those supplied by the Statistical Department of the Evening Post.

cial activities. See that all parties that are engaged in the distribution of your product are handsomely rewarded in profits gained and each one of them will be a consistent booster of your sales, but if profits be cut below that of competing articles and the demand be undeveloped, your sales will languish in spite of your most strenuous promotion efforts.

See that your profit be of sufficient size to enable you to bear the burden of manufacture. See that the jobber, the broker and the retailer are also well taken care of; for you and your product will be weighed again in the scales of decision and compared with all other competing articles on the basis of profit.

#### THE NATURE OF YOUR COMPETITION

The last step in the analysis of the product is your competition. This sub-division not only will affect your product but will also influence your field of distribution.

You must know your competition. You must know its officers; whether young or old; working on the supposition that if officered by young men that their methods will be sharp and aggressive and that every onslaught you direct at the market will be pursued by plans as clever as your own.

The length of time that your competition has been established should be considered; whether they have a strong box filled with the profits of past efforts or whether each day's sales must contribute its share toward the merchandising programme of the future.

You must know their sales plan; their advertising campaign; their sales manager and their sales force—not with the intention of undermining them, but with the expressed understanding that your promotion efforts may be devoted to lines of attack that will gain your goal in spite of the competition.

You must familiarize yourself with their policy toward customers and credits so that you may profit by their successful efforts and learn from their mistakes.

Modern business is warfare and you as modern business man are one of the fighting generals. Your department heads and foremen are your colonels and captains; your employees, your privates, your army corps of fighters, and your ability to analyze, your ability to plan and direct, your ability to educate your employees to see the same as you do are your siege guns with which to batter down the walls of opposition.

Ask of your product the questions that the other sub-divisions of the analysis have touched on; for from these questions and answers will come, not only the knowledge of whether your product is practical or not, but also the ammunition necessary for your salesmen in their selling campaign. Insist on answers that fit in as part of the structure you wish to rear and then and not until then will you be able to say, "My product is deserving of a market and I am going to discover the *natural field* for it.

The next article in this series, analyzing the "field," will appear in an early issue.

#### NORFOLK CLUB'S FIRST MEETING

The first meeting of the Norfolk Adclub was held Tuesday, January 30. A number of Norfolk merchants, advertising and newspaper men were present to learn what the advertising clubs of the nation are doing for advertisers and for the communities in which they exist. A charter, constitution and by-laws were submitted for consideration.

Charles E. Ellis, of the Advertising Club of Baltimore, told how that club, starting several years ago with a membership of twenty-five, had grown strong and aggressive with a present membership of 350, composed of the leading business and publicity men of the country.

After the organization of the Norfolk Adclub is completed it has planned to have a weekly luncheon, and also a monthly smoker.

N. T. Bowman has been appointed advertising manager of the Toronto, Can., *Evening Telegram* to succeed R. Holmes. Mr. Bowman has been connected with the *Telegram* several years.

James D. Fulton has been appointed special representative in the Western foreign field of the *Chicago Record-Herald*.



HOW "PRINTERS' INK" HELPS HIM

MART COMMERCIAL CLUB

MART, TEXAS, Jan. 29, 1912.

Editor of PRINTERS' INK:

I have just read your article on "Why and How PRINTERS' INK Helps Its Readers," in your issue of Jan. 25.

You seem to take it for granted that the only man it can help is "the man with the goods to sell."

I have no goods to sell—unless my services and the services of the organizations I serve be considered goods, yet PRINTERS' INK furnishes me more food for thought, more ideas that fit the problems confronting us in our work than any other magazine I read.

This little town cannot have a secretary for each organization, so I am called on to serve the Retail Merchants' Association, the Commercial Club, the Fair Association and the Advertising Club.

The Retail Merchants' Association is a collection and credit organization. We have collected in "bad accounts" over \$5,000, and have done it all by letter, and have gotten some of our best pointers in framing up these "collection letters" from PRINTERS' INK. A successful collection letter must observe the same general principles that are to be found in a successful trade-pulling letter.

The Retail Merchants' Association, to succeed, must keep its members lined up and have their loyal support at all times. This can be done by meetings if they are held frequently and all the members attend. But neither of these conditions can be had. We keep our members lined up by sending to each one a weekly letter from the Retail Merchants' Association. These might be called House Organs or "dealer advertising," but they get the results and there is never an issue of PRINTERS' INK that does not furnish an idea that can be worked into these weekly letters.

I don't suppose you have to stretch your imagination very far to see "How PRINTERS' INK Helps" me in my work with the Commercial Club, the Fair Association or the Advertising Club.

My business is to get other people to do what they ought to do. This, I call advertising.

I have to deal with the same sort of human nature that must be handled by the "Man with goods to sell," and we can use nearly every method used by him.

J. E. SURREATT,  
Secretary.

SERMON OUTPULLED THE SHOW

The Rev. George McAdam, pastor of the Ottawa Street Methodist Episcopal Church at Joliet recently inserted a two-column ad in a Joliet newspaper calling attention to his Sunday sermon.

The clergyman's space was two inches larger than that employed by the theater in advertising the Sunday theatrical performances and the church, it is said, drew the larger crowd. Mr. McAdam reports that he will keep up the plan.

"HOUSE BEAUTIFUL" AND "AMERICAN SUBURBS" COMBINE

The *House Beautiful* and *American Suburbs* will be combined with the March issue and will be called the *House Beautiful*.

The owners will be The *House Beautiful*, Incorporated, Philadelphia and New York, with a capitalization of \$500,000. Herbert S. Stone will remain the editor.

The *House Beautiful* was founded in 1896 in Chicago and was transferred to New York in 1910. In the course of time it has absorbed *Indoors and Out*, *Boston*, *Modern Homes*, *Memphis*, and now *American Suburbs*, of Philadelphia, which was founded in 1909 by G. Henry Stetson. *American Suburbs* had a complete printing plant and it is announced that with this resource the new *House Beautiful* will present important innovations in its physical appearance. The use of color forms is announced as an interesting feature for coming issues.

The editorial and advertising offices will be in New York City. The advertising department will be conducted by Walter C. Kimball, Inc. Advertisers now using space in either publication will get the benefit of the combined circulations until the expirations of their present contracts.

LUMBER ADVERTISING

At the meeting of the National Lumber Manufacturers' Association in Chicago recently the advertising committee of the association was authorized to proceed with the campaign as soon as \$100,000 had been subscribed. So far over \$60,000 of this amount has been raised.

The campaign for advertising lumber has been carefully planned. In view of the strong opposition to the use of lumber which the manufacturers of lumber substitutes are waging, the advertising campaign of the National association is nothing more or less than a measure for self-protection. Trade and daily papers are to-day filled with advertising of articles which are claimed to be "better" or "just as good" as wood. This continuous advertising has had its effect on the public with the result that the use of lumber has been materially affected. The only manner in which this result of advertising can be counteracted is by a similar campaign of the lumbermen. This is the plan which is to be carried out under the direction of the National Association and should receive the hearty support of the entire lumber trade.—*Lumber Trade Journal*.

The technique of printing and publishing, with particular reference to the needs of students in the technical departments, such as engineering, commerce, agriculture, pharmacy, medicine, chemistry, law, who desire to become contributors to scientific, technical and trade publications, will be offered in the course of journalism at the University of Wisconsin, beginning with the second semester in February.

## REACHING THE HEARTS AND PURSES OF WOMEN

RELATIVE IMPORTANCE OF MEN AND WOMEN AS BUYERS—WOMAN'S INDEPENDENT ABILITY TO BUY—HER HABITS OF READING, REASONING AND BUYING—SOME OTHER IMPORTANT PRINCIPLES TO OBSERVE IN DEALING WITH HER

By S. Roland Hall.

Mr. Advertiser, which class of buyers is the more important to you—men or women? How much more important is one class than the other? Leading department store men say their appeal must be eighty per cent "woman appeal"; what is your per cent?

About how great is the buying capacity of the women you can reasonably hope to make your customers? Do you deal with women as one great class, or do you arrange several classes and modify your appeals accordingly? Are there any special conditions with respect to country women that should be kept in mind?

Is it necessary, when a woman is considering buying your article, that she talk the matter over with her husband? Are women becoming more independent as buyers; that is, are they gradually getting control over more money of their own? Do you know anything about the extent to which women are acquiring bank accounts and stock in corporations?

Are the reading habits of women different from those of men?

Does a woman care more for details? Does she believe more readily? Is she more artistic, and more sentimental than man as a rule? Does she stick better as a customer? Is she more ready or less likely than a man to voluntarily make a complaint?

Is she a more ready letter writer? Does she like short letters or long ones? Is she more susceptible to courtesy and sympathy than man? Do premiums, samples, free books, etc., appeal more strongly to her?

Does a woman regard small price differences more than men will? Is she more likely to compare competitive goods?

Did you ever make a study of the methods of reasoning of men and women, taking them as two great classes?

The foregoing are a few of the questions that every advertiser of goods that women buy ought to consider carefully—not that he can get mathematically accurate answers to all of them, for it isn't likely that he can do that, but if he runs along without any range-finding work he may find himself like that mail-order advertiser of five dollar parrots, who thought he had a woman's proposition until he found out by expensive experiment that he had a man's.

A furniture manufacturer some time ago said that he thought it was wasteful for him to advertise in mediums that reached only, or principally, women; he believed that the man of the house, as a rule, took the initiative in purchasing such goods as this manufacturer sold. A publisher with whom the manufacturer talked thought just the opposite—that the average woman would buy that furniture without consulting her husband. I am convinced, by earnest inquiry among scores of people, that the true situation is between the extreme view of the manufacturer on one end and the extreme view of the publisher on the other end. This question was put before several women's magazines; the attached reply from the *Woman's Home Companion* rings true:

It is the opinion of the editors of the *Woman's Home Companion* that, in the matter of purchasing good furniture for the home, nearly all, if not all, women will discuss the subject with their husbands, but that in almost every instance the desire for good furniture and the better decoration of the home is originated by the woman, and it is through her desire and persistence that the final purchase is made.

This opinion is formed by close study of the correspondence from day to day, though no data has been kept that is available.

"Desire and persistence" is good!

My inquiries convince me that the growing general independence of woman has given her more independence as a buyer. There is yet the close-fisted husband, and it

# For Manufacturers

Manufacturers read the advertisements in trade journals, just as you are now reading this advertisement. That is why we advertise here.

The "ultimate consumer" reads the advertisement in the daily newspapers, just as you, as an ultimate consumer, read it. That is why you, as a supplier to the ultimate consumer, should advertise in them.

We employ a particular medium—the trade paper—for a particular purpose,—to reach you. We believe that you should employ a particular medium,—the daily newspaper,—to reach a certain class (an inclusive class)—the ultimate consumer.

You manufacture goods to supply a vast general demand—a daily and continual demand. You can advertise them most effectively in a medium which is daily and continually read by the very people for whom your goods are manufactured.

That is why you should advertise in the daily newspapers.

THE DAILY NEWSPAPER CLUB is glad, without charge, to advise with you as to how your newspaper advertising may most intelligently and effectively be undertaken.

## THE DAILY NEWSPAPER CLUB

A National Association for the Promotion of Newspaper Advertising

J. W. ADAMS

Secretary-General Manager

803 World Building, N. Y.

### *Members of The Daily Newspaper Club:*

ALBANY, N. Y. Journal Knickerbocker Press	CINCINNATI, O. Enquirer CLEVELAND, O. News	LOWELL, MASS. Courier-Citizen MEMPHIS, TENN. Commercial Appeal	PITTSBURGH, PA. Chronicle Telegraph Gazette Times
ATLANTA, GA. Journal BOSTON, MASS. Daily Globe Herald Transcript	COLUMBIA, S. C. State DES MOINES, IA. Capital ERIE, PA. Dispatch	MERIDEN, CT. Morning Record MINNEAPOLIS, MINN. Journal MONTGOMERY, ALA. Advertiser	PORTLAND, ME. Express ROCHESTER, N. Y. Democrat and Chronicle
BROOKLYN, N. Y. Daily Eagle BUFFALO, N. Y. Evening News	FORT WORTH, TEX. Star-Telegram HOUSTON, TEX. Chronicle Post	NEW BEDFORD, MASS. Mercury Standard NEW YORK, N. Y. Post	SAYANNAH, GA. Morning News SPOKANE, WASH. Spokesman-Review
BURLINGTON, VT. Free Press CHATTANOOGA, TENN. Times CHICAGO, ILL. Daily News Record-Herald Tribune	KANSAS CITY, MO. Star KINGSTON, N. Y. Freeman LOUISVILLE, KY. Courier-Journal Times	ST. JOSEPH, MO. News-Press ST. PAUL, MINN. Dispatch Pioneer Press TROY, N. Y. Record	SPRINGFIELD, MASS. Union ST. JOSEPH, MO. News-Press ST. PAUL, MINN. Dispatch Pioneer Press TROY, N. Y. Record

will be a long time before he is extinct—if he ever is—but the average woman of to-day apparently has more money to spend than her mother had. Some recently published figures of great corporations astonish even Wall Street; for example, women form thirty-five per cent of the stockholders of U. S. Steel. But because that is true, it isn't safe to conclude that the average woman is a holder of securities, for she isn't. There are women in the upper circles of New York who get their spending money from their butchers and have the loans charged as meat; I have it straight.

Women are no more all alike than men are all alike. There are women who reason and act much after the manner of men, just as there are men who have much of the effeminate. But it is the average—the typical—that the advertiser has to deal with. And I venture to set down some principles that advertisers to women will find sound.

#### THE TEMPERAMENTAL SIDE

Woman is more artistic, more influenced by sentiment, and cares more for details than man. The aluminum ware salesmen know the value of artistic appearance. That *green plush bag* in which they carry the choice sample piece has science behind it. Woman is a better shopper than man, as a rule; she will go farther to save a dollar; she will go from one store to another and compare competitive goods closely.

A good comparison of the shopping methods of man and woman is found in an incident of the recent holiday season. A man was buying a cedar chest as a Christmas present for his wife, and after looking at all the chests one reliable store offered, he made a selection. He was not exactly pleased, however, and on further reflection concluded to tell his wife what he was buying, so that she could pick the style she preferred. She didn't like the chest he had selected, and at once did a little shopping. Finally she found a chest that suited her ex-

actly and asked Mr. Man to go to the store and buy the designated model. "But," she cautioned, "make them take off something for that cracked corner." "I wouldn't do that," he objected, "it's just a little flaw and no one is likely to see it; you hardly saw it yourself. I don't want to argue over that; I'd rather pay the full price." "That's all right," she replied, "I know it doesn't hurt the chest, and I don't mind its being there, but you make them take off a dollar anyhow. They'll do it." Having been married for a good number of years, he was wise enough to carry out instructions. Sure enough the price was reduced one dollar willingly. Then the man told the yarn to the merchant. The merchant laughed: "That's the woman of it," he said. "Trust them to watch out for all such things."

She may not write complaints, but she will come back and complain often when a man will swear at the poor fit or other fault in his purchase, kick himself, never go into the store again, but say nothing. If she starts writing complaints, however, there is likely to be a series of them.

Generally speaking, she reads more advertising than man, and believes more. Patent medicine advertisers have made millions from sales to women that they could not have made to men. Some say, however, that this is due to the fact that woman suffers more than man.

Woman is more critical of little faults, not only in merchandise but in salesmen, and won't overlook things that a man would overlook. Women themselves confess that they are not as broad-minded, as good mixers, as men. The girl of the Remington typewriter ads pleased most men, but didn't please women generally, because they didn't like the way the girl had her hair fixed, or found some other fault!

Courtesy and sympathy make powerful appeals to woman, but just the same her born shopping instinct keeps her from being as steady a customer as Mr. Average Man.

Style appeals more strongly to woman than to man. "Shop in New York" was a good pulling headline for a woman's ad. She is more susceptible to the personal appearance and adornment appeals.

Women seem to take more naturally to ordering things by mail than men do. Better make a mistake in writing a woman a letter that is longer than need be than to risk writing one that is too short. Example 1 is the way some correspondents write to women; but it is the wrong way; Example 2 shows a much better way.

#### WHERE THE HUSBAND HELPS

The vacuum-cleaner salesman say that while their appeal is mainly to the housekeeper, they prefer at the last of the negotiations, and even during the demonstration, to have the man present. He grasps the mechanical details better, and if he is pleased the sale is more quickly closed. The furniture dealer is pleased when the wife brings the husband along, for he is likely to say, "If that one pleases you and it's only five dollars more, take it"; and women often take their husbands along for that very reason!

"Let us send it to your home and let you see how it goes with the room," says the skilful salesman of the big stores. "If your husband finds fault, we will take the piece back."

Thomas Balmer's investigations a number of years ago seemed to show that the reason that most women had for dealing with certain firms was that continued advertising had convinced them of the reliability of the advertisers; that the next largest class bought because the advertisement presented an opportunity to buy something that was needed at that time; that the third largest class bought because of the saving an immediate purchase would effect; while the fourth class were attracted by some novel or distinctive feature of the advertisement.

Women are attracted by free offers, style books, receipt books, etc. At the last reports, the Bissels Carpet Sweeper Company

was still receiving a few acceptances of their offer to send a complimentary sweeper to every June bride who favored the company with an invitation to her wedding, though the advertisement appeared eight or nine years ago. Good receipt books bring a big response; women never seem to have a big enough collection of them. Free samples of foods are also strong pullers. The trading stamp scheme owes its success to women, as do other large premium giving plans.

Women lend their magazines around more than men do. I once took the trouble to check up the number of readers that each copy of a certain large woman's magazine has; they ran from five to eight readers per subscriber.

The best way to get at your woman, audience is to do as such editors as Robert Bonner and Edward Bok have done—to pick out a type that seems to combine the characteristics of the class aimed at. Maybe that type will be some one much like "Cousin Bettie" or "Mrs. Brown" up the street, but if you ask yourself, "Now, would that appeal to Cousin Bettie?" or "Would that catch Mrs. Brown?" you have the best chance for getting the right appeal, provided your type is approximately right. Some department store men classify their women customers in about three classes, according to income and education, and appeal to these three separate types.

The country woman has money to spend, but it comes at odd times. The farmer does not handle as much ready money as his city brother, and the farm wife cannot always call on him for her just allowance; she may have to wait until she sells her turkeys, or until other of her pin money plans mature.

When in doubt as to how certain things will appeal to women ask the opinions of ten or twelve of the sex. There was an advertiser once who had some articles colored with vivid colors with the idea that he was getting something that would appeal to women. On showing it to a dozen women he found that none liked those vivid colors but instinctive-

## Newspaper Advertising Wins Dealers

Put yourselves in the dealer's place—you national advertisers who are largely dependent upon his co-operation for thorough distribution and lasting sales.

Isn't the newspaper the logical means of actively interesting him in you and your products? Not only does he read papers, but in many cases he advertises in them. The fact that you have faith enough in your goods to back them up in the public print and to spend your money in the way that he spends his, is ample evidence that your goods are *worth* pushing. Nor is he unaware that your advertising means sales to him.

It all simmers down to the one best way of doing *what the dealer likes*, and at the same time accomplishing your own ultimate object by creating interest among consumers. In no way can this be done so thoroughly and economically as through the daily papers—the three-cornered medium—for manufacturer, dealer and consumer.

### The Des Moines Capital

A Constructive Newspaper

#### EASTERN AGENTS:

ELMER WILSON.....Hartford Bldg., Chicago, Ill.  
O'MARA & ORMSBEE.....Brunswick Bldg., New York, N. Y.

LAFAYETTE YOUNG, Publisher

## Des Moines Is Awake

to advertising. The rank and file of the people have come to understand and take an interest in it to an extent that is unusual. The national advertising campaign of the City of Des Moines, paid for out of contributed funds, and the aggressive work of the Ad Men's Club is responsible for this. In consequence, Des Moines is A-1 as a market for advertisers.

THE DES MOINES CAPITAL is always first choice among the newspapers of the city. The Capital's average circulation for 1911 was 43,533 copies a day—several thousand more than any other Des Moines or Iowa paper.

The CAPITAL leads in advertising carried. It is the unanimous choice of local advertisers—carrying close to 340,000 *inches* of advertising in 1911.

In every sense of the word THE DES MOINES CAPITAL is a leader. It is the champion of the people—wholesome, up-to-date and aggressive—in the best interests of the community. The support accorded it in recognition of its services makes it truly "The best paper in Iowa," six days a week.

## The Des Moines Capital

A Constructive Newspaper

### EASTERN AGENTS:

ELMER WILSON.....Hartford Bldg., Chicago, Ill.  
O'MARA & ORMSBEE.....Brunswick Bldg., New York, N. Y.

LAFAYETTE YOUNG, Publisher



ly preferred delicate ones, and the whole scheme had to be changed.

It is not fair to say that women do not reason, for they do, but it is true that women seem more likely than men to come to their conclusions instinctively—by impression rather than by reason of careful weighing of the pros and cons. Therefore, look out for the early impression.

THIS BRIEF, FORMAL STYLE DOESN'T GRIP WOMEN

EXAMPLE 1.

Complying with your request, we send you by this mail, under separate cover, one of our catalogues, in which you will find descriptions of all the refrigerators we manufacture. Our goods are all high-grade, and we should be pleased to receive your order, knowing you would be satisfied. Trusting that you will write us for any further information needed, we are,

THE CHATTY, DETAILED ARGUMENT THAT OPENS THE PURSE-STRINGS

EXAMPLE 2.

We are pleased to know that you need a refrigerator and we send you by this mail, in another envelope, a catalogue giving descriptions and illustrations of all our refrigerators.

Mrs. Williams, of your town, purchased the refrigerator shown at the top of page 43 of the catalogue—the Klondike No. 5. Perhaps you will be interested to learn that we sold one of those also to Mr. A. F. Wilkins, of Wytheville, and another to Mr. Thomas Calkins, postmaster of Pulaski, Va.

The illustration hardly does credit to the refrigerator. It embodies every modern feature—note the eight points of superiority explained on page 42—and represents our experience of ten years in manufacturing. It is built very strongly of thoroughly seasoned oak of the best quality, and is finished in the natural color of the wood. Note that the entire food chamber is lined with white enamel; this will never chip off. Fifty pounds of ice should last at least three days in this refrigerator.

The best price we can make you on the Klondike No. 5 is \$25. If this is more than you can pay and your family is small, you would find the Klondike No. 3, described on page 39 of the catalogue, well suited to your needs. The only difference between this and the No. 5 is in size, and for a family of three or four, No. 3 is just as good. The food chamber of No. 3 is 20 inches wide, 24 inches high, and 14 inches deep. We can sell you No. 3 for \$18.50.

If any refrigerator you buy from us is not entirely satisfactory, we regard it as a favor to be informed, and we will send another or refund the money without quibbling. If you send cash with your order, we will prepay all freight charges.

We are sending you one of our order blanks, and hope to enter you on our list of pleased customers soon.

## HOW THE CUT CAPTION MAY BE MADE TO WORK

WRITE THE LINE WITH A PURPOSE  
AND ADD TO THE VALUE OF THE  
EXPENSIVE ART WORK—THREE  
DUTIES OF THE LIVE CUT-LINE

By Marsh K. Powers,

Of the Advertising Department, Sherwin-Williams Company, Cleveland.

Glance through the pages of that circular, that expensive booklet, or that folder in two colors which the boy just laid on your desk. Are any photographs included in its make-up? Read the titles beneath them. Are they mere lifeless dummies thrown in at the last minute merely because a title is the usual thing, or do they throb with the good red blood of a definite purpose? Hundreds of expensive half-tones are traveling around the country today, working at half-speed or less, just because the man who planned that particular feature wrote good copy, selected appropriate cuts—and then neglected to tie the two together.

Close to our work, familiar with our plant, and used to our product, we all are too apt to forget the limitations of The Other Man. He is too busy with his own work ever to keep informed upon the details of ours—we must supply the missing information. For instance, if we believe that there is value in showing views of our plants, let us use them—but first let us label them so that they tell the story and help sell the goods. Let us avoid a certain horrible example I have here before me—an expensive three-color folder, showing in black against a colored art-border six views of the advertiser's plant with *under all but one* of these six cuts a stereotyped title, beginning, "A section of our ——" Not a word to call attention to the clean, well-lighted rooms, the intelligent class of workmen, the unusual machinery—nothing to encourage even a second glance. Expensive half-tones and high-class art work—all wasted be-



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# Only "Live Wires" Read Printers' Ink

Detroit, Mich., Jan. 19, 1912.

Editor, The "Advertising Man's Bible,"  
New York.

PRINTERS' INK is the progressive advertising man's passport.

Two publicity men, strangers to each other, met in the corridors of a Detroit hotel. Each was clinging tenaciously to a copy of PRINTERS' INK. They eyed each other intently then automatically extended right hands and exchanged greetings.

"I see, Brother," said the aggressor, "you are reading PRINTERS' INK. You must be a 'live one.'"

"I never knew a dead one to be caught with a PRINTERS' INK on his person," was the other's rejoinder.

Then they went their way—and they may be friends ever after, for all I know.

MYRON TOWNSEND,  
Timken-Detroit Axle Company.

**Printers' Ink Publishing Co.**  
**12 West 31st Street      New York City**

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cause they are merely half-tones and art work and not parts of a thorough, well-planned selling scheme.

On the other hand consider the real title—the title that is there with a purpose, not merely because a half-inch of white space will be wasted anyway. Think a minute—if you were in your customer's office and you pulled out a photograph to show him, would you say, "A view of our stock-room" and stop there? Wouldn't you lean over his shoulder and point out some particular detail and say, "That's why we can make prompt shipments—there's always six weeks' stock on hand in those two rooms." *That* interests The Other Man—so will the same thing if you print it under the cut.

This suggests an analysis of the duties of the "live" cut line. Roughly, it has three prime uses.

*First*, to explain the illustration.

*Second*, to connect the illustration to a particular paragraph of the accompanying argument.

*Third*, and most important, to catch the attention and induce the reading of copy that might otherwise go at once to the wastebasket.

Let us have concrete examples. Compare the first group of outlines, selected at random after a few minutes' search in magazine ads, house organs and circulars, with those below.

"Plate C." This did not refer to the reading matter in any way, and no mention was made of a booklet or catalogue.

"South End of Assembling Room."

"This is one of our Gasoline Tractors."

"A Tire Floor."

"Quart Sizes Only."

"Our new Grinder."

Do these titles help you to understand the advertiser's proposition? Do they excite your interest in his story? Do they suggest good reasons for buying? Now take the second group.

"Grinding 100 Eight-Inch Pulleys from the Rough in Ten Hours."

"This is not the City of Flint but an actual bird's eye view of the Buick Factories."

"Manitoba Farmers take into the Show-Ring some of the Choicest Stock in Canada."

"A small army of workmen are kept busy keeping the buildings and windows clean. Workmen do better work in clean surroundings."

"The kind of stock we breed from."

"This photograph taken in our butcher shops shows you what good, prime fresh meats we use in our soups."

"The Encyclopedia Britannica . . . is now essentially a volume for arm-chair reading."

Notice in particular two more, which are taken from *The Packard*, house-organ for the Packard Motor Car Company. They go further and add the touch of humor to excite the reader's interest.

"Spreading a deep flush of color over the face of a limousine."

"Rubbers put slathers of elbow-grease into the finish of sashes and frames."

Titles like this could bring even dead illustrations to life. Do they make my point clear?

Study the cut line! Grant it its proper importance and you will find your copy more widely read and as a result your whole campaign given new strength. Some day some exceptionally able advertising man will appear who will make the cut line *do all the work*. By means of his well-chosen photographs and the live human titles beneath them (and without further copy), he will successfully coax forth the inquiry that leads to the order. Why not? After all, is there anything which wins the attention of The Other Man more quickly or holds it more effectively either in books, magazines, or advertising, than the live photograph and the short but eloquent line that explains it?

Joseph E. MacWilliams, who has been in charge of the advertising of the Lyman-Lay Company, Kewanee, Ill., has resigned to enter the advertising department of the Simpson Crawford Co., New York.

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# Buckeye Covers

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THE Advertising Uplift will IT is a good thing for us—have no terrors and a good thing for us, so long as for you—that we can continue we are able to to send out sets prove our case so of our “Buckeye easily and conclusively. Proofs.”

The “Buckeye Proofs” show how many big advertisers *have*, and how you *can*, make your printing money go farther and do more, by using BUCKEYE COVERS for your Catalogues, Booklets, Circulars, Folders, etc. Complete covers are shown, exactly as used, and every printing process is represented. Write us on your business letterhead, and we will send you a set at once, by prepaid express.



**The Beckett Paper Company**  
**MAKERS OF GOOD PAPER**  
 In Hamilton, Ohio, Since 1848

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# THE MON MAGAZINE IS NOW IN C

The well-known superiority of this new virile magazine has made it possible to launch this true and tried enterprise in the Dominion of Canada, reaching through all of its greatest commercial centers this vast and growing territory from New Foundland to Vancouver.

The same care has been exercised in the selection of "Canada's Greatest Daily Papers," insuring the highest percentage of purchasing power and influence that has stamped our effort here with the acknowledgment of supreme value at low rates in the United States.

The completed arrangements have made it easily identified as a Canadian Institution, and it will be received as the greatest event ever contemplated in publishing in that great nation, while all the advantages of our publications here have been conserved.

This gives Canada a magazine of unquestioned and incomparable merit, and a combined circulation exceeding

## 200,000 COPIES

As a dominant advertising medium, it bars competition, its effectiveness cannot but be apparent.

THE ABBOTT & RICHARDS

CHICAGO

General Manager

# MONTHLY SECTION CANADA!!

On the 2nd SATURDAY of each month this unique magazine will appear, beginning with April 13th, as the handsome, long-lived part of

## "CANADA'S GREATEST DAILY PAPERS"

THE HALIFAX HERALD  
ST. JOHN TELEGRAPH  
THE MONTREAL GAZETTE  
THE TORONTO WEEKLY  
STAR

THE HAMILTON SPECTATOR  
THE LONDON FREE PRESS  
THE WINNIPEG TELEGRAM  
THE VANCOUVER  
PROVINCE

We are pleased to offer space in this first great number, tremendously advertised in advance, and succeeding issues in conjunction with either The Monthly or The Family Magazine Sections of "America's Greatest Daily Papers." at \$6.00 per agate line, back covers, with the American editions, \$4800. Canadian Edition alone \$1.00 agate line, back covers \$800.

Its leadership is not only an assured fact, but it will be permanently so.

If you will avail yourself of this extraordinary opportunity, copy and instructions must be in our hands not later than February 25th for the first issue.

We congratulate the advertisers of the United States upon this hitherto unthought-of opportunity.

& RIGGS COMPANY

General Managers

NEW YORK

## LA FOLLETTE CALLS ADVERTISING "THE SUBTLE PERIL" AT MAGAZINE DINNER

PITCHES INTO THE DAILY PRESS AND SAYS MAGAZINES ARE THE PUBLIC'S LAST HOPE—SHARPLY REBUKED BY DON SEITZ—PERIODICAL PUBLISHERS' GREAT ANNUAL BANQUET

United States Senator La Follette, who sees money devils in every bush, warned the magazine publishers at their annual dinner to be on their guard against "the banks, the advertisers and the special interests." All that he could see in advertising was the effort of the money power to reach out its tentacles and throttle the free press. "The people despair of the newspapers and turn hopefully to the magazines," he said to the accompaniment of some excitement. "The special interests know well the potency of advertising with every publisher." Advertising agencies also came in for side swipes, although the Senator showed himself to be somewhat hazy as to just what the functions of the advertising agency are.

The publishers grinned amiably at the La Follette bogey, and Toastmaster Don C. Seitz, of the New York *World*, received hearty applause when he bluntly characterized the remarks as "foolish, wicked and untrue."

The annual dinner of the Periodical Publishers' Association of America, at the Bellevue-Stratford, Philadelphia, February 2, was undoubtedly the most remarkable gathering of notabilities in the magazine field that has ever taken place. There were 625 present, including the owners, editors and business managers of the great standard magazines, women's magazines, agricultural papers and weeklies; the star writers, artists, illustrators and poets whose names are household words. The dailies were also liberally represented.

Cyrus H. K. Curtis, president

as "the first of publishers and the kindest of gentlemen," made a graceful welcoming speech. J. F. Metcalfe, of *Life*, contributed a dramatic touch before the dinner by appearing as the shade of Benjamin Franklin and was afterwards heckled by Dr. S. Weir Mitchell. Governor Woodrow Wilson's speech especially appealed to a literary assembly by reason of its literary form and polished diction.

The other speakers were Mayor Blankenburg, of Philadelphia, and William J. Burns, the detective celebrated in connection with the McNamara and other cases, and who is now entitled to be considered a full-fledged magazinist through his contributions to *McClure's*.

Senator La Follette began talking at 11.30 and did not finish until 1.30. He was expected to produce fireworks, and he did not disappoint his audience. "The centralization of advertising" was a favorite phrase with him, and there was no question of his sincerity in believing that advertising agencies are an arm of the trusts and money power seeking to control public opinion through devious means. Some of his statements follow:

One would think that in a democracy like ours, seeking for instruction, able to read and understand, the press would be their eager and willing instructors—such was the press of Horace Greeley, Henry Raymond, Charles A. Dana, Joseph Medill and Horace Rublee.

But what do we find has occurred in the last few years since the money power has gained control of our industry and Government? It controls the newspaper press. The people know this. Their confidence is weakened and destroyed. No longer are the editorial columns of newspapers a potent force in educating public opinion. The newspapers, of course, are still patronized for news. But even as to news, the public is fast coming to understand that whatever news items bear in any way upon the control of government by business, the news is colored; so confidence in the newspaper as a newspaper is being undermined.

The control of the newspaper press is not the simple and expensive one of ownership and investment. Neither is it the "kept sheet" owned by a man of great wealth to further his other interests. There are a few papers of this kind, but not many. The control comes through that community of interests, that interdependence of investments and

credits which ties the publisher up to the banks, the advertisers and the special interests.

We may expect this same kind of control, sooner or later, to reach out for the magazines. But more than this. I warn you of a subtle new peril, the centralization of advertising that will in time seek to gag you. What has occurred on the small scale in almost every city in the country will extend to the national scale, and will ere long close in on the magazines. No man ever faced graver responsibilities. None has ever been called to a more unselfish, patriotic service. I believe that when the final test comes you will not be found wanting; you will not desert and leave the people to depend upon the public platform, but you will hold aloft the Lamp of Truth lighting the way for the preservation of representative government and the liberty of the American people.

Excellent management characterized the arrangements for the dinner, a special train being run to and from New York. The galleries were filled with ladies. The following day the Curtis Publishing Company acted as host extraordinary and most of the guests availed themselves of the opportunity to inspect the wonderful new publishing plant. The banquet was a pronounced success from every viewpoint, and even Senator La Follette's diatribe was well worth while, if only as a caution to advertising men not to lay themselves open even to the suspicion of trying to influence editorial opinion.

#### PRATT ADDRESSES S. A. M.

Sixty members of the Syracuse Advertising Men's Club listened to an interesting and instructive address on "Signs" by Lewellyn E. Pratt, of New York, at the January meeting of the organization.

Mr. Pratt spoke of specialties in advertising, which he called the connecting link between business men with something to sell and the consumer. He traced the power of signs from Biblical days to the present time.

Mr. Pratt strongly favored the bill to prevent fraudulent advertising, promoted by the New York Advertising Men's League.

Resuming the educational course which the S. A. M. Club is pursuing, H. E. Woodard spoke on "Advertising in Relation to Finance and Sales." The paper so appealed to Mr. Pratt that he sought permission to use it in connection with the educational programme of the National Association of Advertising Clubs.

T. P. Kehoe spoke of "Advertising and Sales," and B. A. Frankel on the duties devolving on an advertising man.

#### ASSOCIATED NEWSPAPERS MEET AT CHICAGO

Co-operation was the keynote of the meeting of the members of the Associated Newspapers at the Hotel La Salle, Chicago, January 29 and 30.

The Associated Newspapers is made up of twenty-two strong evening newspapers of the better class, situated in as many of the large cities of the country. These newspapers were brought together originally for the purpose of availing themselves of their combined purchasing power, to obtain good features and special articles.

The Chicago meeting was for the purpose of discussing plans to better the feature service, in addition to considering a project to give the movement broad publicity.

There were present at the meeting: Victor F. Lawson and H. L. Rogers, of the *Chicago Daily News*; Jason Rogers, E. A. Westfall, G. F. Bailey, and W. A. Thompson, of the *New York Globe*; William Simpson, of the *Philadelphia Bulletin*; J. T. Barrons, of the *Kansas City Star*; Fleming Newbold, of the *Washington Star*; A. K. Oliver, of the *Pittsburgh Chronicle-Telegraph*; C. D. Atkinson, of the *Atlanta Journal*; E. B. Lilley and A. B. Chivers, of the *Cleveland News*; W. B. Lowe, of the *Detroit Journal*; C. K. Blandin, of the *St. Paul Dispatch*; W. L. Halstead, of the *Houston Chronicle*; J. M. Draper, of the *New Orleans States*; Harry Doorly, of the *Omaha World-Herald*.

The membership of the Associated Newspapers is as follows: *Chicago Daily News*, *New York Globe*, *Boston Globe*, *Philadelphia Bulletin*, *Kansas City Star*, *Washington Star*, *Pittsburgh Chronicle-Telegraph*, *Atlanta Journal*, *Buffalo News*, *Cleveland News*, *Detroit Journal*, *St. Paul Dispatch*, *Des Moines Capital*, *Omaha World-Herald*, *Salt Lake Telegram*, *Portland (Ore.) Journal*, *San Francisco Bulletin*, *Los Angeles Express*, *Houston Chronicle*, *New Orleans States*, and *Sacramento Bee*.

#### LAZINESS CONSTRUCTIVELY EXPLAINED

JANESVILLE, Wis., Jan. 27, 1911

Editor of PRINTERS' INK:

As a sample of ingenuity with economy as a motive, I respectfully submit the following: A "beauty specialist," who has been entertaining me of late with an extensive follow-up incorporates this illuminating paragraph in the first letter:

"I assure you that I will treat all of your correspondence in absolute secrecy. Hereafter, my letters will come to you without bearing your name on the letter, so that, if you mislay these letters, no one will know that you are taking my treatments. Hundreds of my lady customers have expressed a delicate confidence over this matter."

The fertility of the agency copyman who evolved that delicate way to avoid filling in the names on form letters should not go unrewarded.

RICHARD A. PENDRICK.

## ANNUAL MEETING OF A. A. A.

ADVERTISERS' ASSOCIATION AT  
BUFFALO HOLDS TWELFTH  
YEARLY DINNER—ASSOCIATION'S  
AUDITS THE LEADING THEME—  
PROMINENT MEMBERS ENDORSE  
MOVEMENT AGAINST DISHONEST  
ADVERTISING

At the twelfth annual meeting of the Association of American Advertisers, held at Buffalo last week Tuesday and Wednesday, the matter of more definite circulation was the theme around which discussion centered.

President Bert Moses expressed himself as being very much encouraged by the growth of the association. He said that the increase in the number of dailies which voluntarily requested the association's audit seemed to indicate a more cordial attitude on the part of publishers toward advertisers who desire to buy space with a clear understanding of a periodical's circulation.

The Buffalo Ad Club made itself the host of the national association. It extended an official welcome at a lunch to the A. A. A. at the Hotel Statler, Tuesday. President Carl J. Balliett, of the Buffalo Club, was master of ceremonies. He called first upon Mr. Moses, who said:

One of the principal matters which our association has under consideration is to secure definite information on newspaper circulation. It is astounding how many advertisers are indifferent to this vital matter. If a man buys a gross of bottles or ten barrels of sugar he counts or weighs his purchase. But when a great many of them come to buy advertising space, which probably is the most important commodity and the most difficult to select, a great many shut their eyes and take pot luck. There is no reason why the buying of advertising space should not be reduced to a scientific basis, and we have come here to talk over this and other important questions and to interest others in them.

Louis Bruch, advertising manager of the American Radiator Company, touched upon what he called "Natural Advertising." Explaining, he said:

We simply use advertising space to get our wares and the general idea of them before the public. Then our

agents in the various localities do the follow-up advertising.

In going after actual facts and figures to guide us in this work we are doing it for the whole body of advertisers no matter how humble some of its members may be. Advertising mediums are coming to the point where they are giving us co-operation. They know how much it means, not only to us, but to them to have a basis of facts upon which to build.

Walter B. Cherry, of Syracuse, advertising manager of the Merrill-Soule Co., Syracuse, said that human beings are naturally advertisers from the cradle to the grave. It extended even to the animal kingdom. Mrs. Hen is one of the greatest advertisers in the world. She lays her egg and then she advertises it. And it's an honest egg. *No hen ever laid a bad egg.*

"Honesty in advertising must not be merely a flash," said Mr. Cherry. "Once you lose the confidence of your customers it will cost you millions to regain it. Sometimes people get away with statements that are not 100 per cent true, but that is rare in these days. The advertiser is dependent upon his production department. If it doesn't back him up he is lost. If an article is for sale only once advertising is of no use. The good advertising man is a good salesman."

A. B. Williams, general counsel for the Postum Cereal Company of Battle Creek, Mich., spoke briefly upon the increased scope of nationwide advertising and the immense amount of work involved in one of these campaigns.

"The advertising-man," said Mr. Williams, "is bringing the people to a better understanding of what and where they can buy. There is less opportunity for deception today than ever."

The members of the A. A. A. were the personal guests of A. N. Drake, advertising manager of Booth's Hyomei, at the Buffalo Club, Tuesday evening.

At that time Truman De Weese, of the Shredded Wheat Company, read a paper, "The Blue Sky in Advertising," which in a humorously exaggerated way made a comparison between the optimism of the advertising col-

(Continued on page 80.)



An Important Series of  
Special Articles

written for

*The* HOUSEWIFE

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TO APPEAR BEGINNING MAY, 1912

THE HYGIENIC USE OF WATER, by Dr.  
Anna M. Galbraith, Women's Medical  
College of Pennsylvania.

THE HOUSEWIFE AND THE COST OF  
LIVING, by Martha Van Rensselaer,  
Cornell University.

INDIGESTION, ITS CAUSE AND  
TREATMENT, by Dr. Franklin W.  
White, Harvard Medical School.

TEETH AND THEIR CARE, by Dr. Her-  
bert Locke Wheeler, Vice-President Den-  
tal Hygienic Council of New York.

THE MOUTH AND ITS RELATION TO  
DISEASE, by Dr. Samuel A. Hopkins,  
N. Y. College Physicians and Surgeons.

HEALTH FOR YOUR BOY, by Dr. Jacob  
Sobel, New York Department of Health.

THE CARE OF BABIES IN HOT  
WEATHER, by Dr. William T. Marr.

*The* HOUSEWIFE

---

AVERAGE CIRCULATION IN 1911, 414,882 COPIES

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*The* A. D. PORTER CO., Publishers  
52 DUANE STREET :: NEW YORK

# IT TOOK US FIVE Y

*But the result is the most  
pendent journalism in all the*

¶ The latest and most revolutionary phase of insurgent po  
fully intrenched Louisiana State ring, easily the strongest  
South.

¶ In the first primary Luther E. Hall, Good Government  
candidate, defeated John T. Michel, ward boss of New Or-  
leans, and one of the ring-candidates, and Dr. James B.  
Aswell, candidate of Robert Ewing, boss of the tenth ward  
and present Democratic National Committeeman. The first  
primary saw the elimination of James B. Aswell, and John T.  
Michel was so badly distanced that he withdrew without fur-  
ther contest.

¶ The Good Government people control the Legislature  
New Orleans. They will utterly destroy the New Orleans  
Louisiana gave the governor when white supremacy was

¶ The *New Orleans Item* has made the fight for Good Gov-  
ernment in Louisiana along the lines followed by the insurg-  
ent newspapers of other sections of the country.

¶ This paper has the greatest circulation of all the Louisiana  
papers, having a daily and Sunday press run in excess of  
forty thousand, and a weekly with a circulation of between  
twenty and thirty thousand. The Good Government leaders

*The New Orleans Item accepts advertising on an absolute  
circulation of any newspaper printed in Louisiana,*

## The New Orleans

THE JOHN BUDD CO.  
*Foreign Representatives*

JAMES M. THO  
Publ  
sher

# YEARS TO DO IT!

most sweeping victory for inde-  
all the history of American politics

ent po politics in America is the complete overthrow of the power-  
ngest old style political organization in the entire Democratic

¶ Senator Murphy J. Foster, dean of the conservative South-  
ern Senators, was defeated by Joseph Ransdell.

¶ Governor Jared Y. Sanders was led by ten thousand votes  
in the first primary by Robert F. Broussard for the other  
senatorship from Louisiana, and Sanders finally withdrew.

lature and will enact a commission form of government for  
Orle ans City ring and will abolish the autocratic power which  
y was restored in this state.

recognize that the *New Orleans Item* was the factor that  
placed Louisiana in the vanguard with the most important  
and insurgent victory ever won in the South, and the most  
sweeping ever won in any state in the Nation.

¶ Louisiana has the richest soil of any state in the Union,  
and the best natural resources. Under better government it  
will grow rapidly forward to the greatest destiny of any sec-  
tion of America.

olute guarantee of the largest  
ana, OR NO PAY.



**40%** of the people who read any  
New Orleans daily newspaper read  
**THE ITEM.** Think it over!

ans Item,

S. M. THOMSON  
Publ sher

*New Orleans,  
Louisiana*

ARTHUR G. NEWMYER  
*Business Manager*

umns of the daily papers and the "death and disaster" gloom of the news columns.

The real work of the meeting began Wednesday, when the visiting members went into executive session at the Hotel Iroquois. Among the topics on the program for discussion were: "The Value of Association Audits to the Man Buying Space," discussion being opened by G. M. McCampbell, Jr., of Hall & Ruckel, New York; "What Size Space Should be Used in a Publication to Get the Maximum Value From It," the leader in discussion being Louis Bruch; and "Can Advertising Space be Bought the Same as Any Other Commodity," Walter B. Cherry, of "None-Such," leading off. The consensus of opinion was that while space can be bought like merchandise, *advertising* cannot—that space is only opportunity, as it were, for advertising to be done as each is able.

The Buffalo Chamber of Commerce gave a luncheon to the A. A. A. Wednesday noon, when various advertisers made brief remarks.

The following officers were elected: Bert Moses, president; Walter B. Cherry, first vice-president; Louis Bruch, second vice-president; G. W. McCampbell, Jr., treasurer; Ferd Hopkins, Jr., secretary; directors for three years: A. N. Drake, Buffalo, N. Y.; J. S. Slee, New York City; I. Clark, Bloomfield, N. J.; H. W. Ford, Detroit, Mich.; E. B. Merritt, Chicago, Ill.; F. H. Squier, Milwaukee, Wis.

R. F. Rogan, Cincinnati, O., was appointed to fill J. M. Campbell's place. William Hardham, Newark, to fill vacancy made by Louis Bruch; William Wrigley, Jr., Chicago, to fill vacancy made by C. W. Hess.

Socially the crowning event of the session was the banquet at the Hotel Iroquois Wednesday evening. Neither Gov. Dix nor Gov. Wilson could attend. The cost was ten dollars a plate, but fully 125 sat down in spite of this assessment.

Those who spoke were W. B. Hoyt, attorney for the N. Y. C.

R. R.; W. A. Blakley, district attorney, Pittsburgh; E. F. Clymer, advertising manager of *McClure's*; George W. Coleman, president A. A. C. of A.; Thos. Balmer, of the *Woman's World*; Jason Rogers, publisher of the *New York Globe*; Leroy Fairman, editor of *Advertising and Selling*; James Schermerhorn, publisher of the *Detroit Times*, and George Bleistein, president Huebner-Bleistein Co.

Mr. Hoyt boosted Buffalo and its attractions. Mr. Clymer made a hit with a paper, "How is Your Circulation?" treated along pathological lines. Jason Rogers enlarged upon the advantages of the A. A. A. audit.

Mr. Coleman said the A. A. A. and A. A. C. of A. were not dissimilar in aim. The former is trying to eliminate the fraud in circulation; the latter to eliminate the fraud and faker in advertising. He said that to accomplish this there is needed a nation-wide organization. He said advertising men had gone on record at Boston to the effect that fraud must be eliminated. Recklessness and heedlessness must, as well, give way. Advertising space will increase in value as these reforms are generally realized.

Leroy Fairman described the work being done by the Advertising Men's League of New York, particularly in respect to what it is doing to aid in the movement to squelch the faker.

The diversion of the evening was provided by Publisher Schermerhorn, who wittily replied to District Attorney Blakley's digs at some publishers he had known. Mr. Blakley had expressed himself as not being an abject admirer of certain ways of publishers. Mr. Schermerhorn neatly turned the attack by telling some apropos stories about lawyers and their methods.

In all, 125 attended the convention, of which 29 were members of the A. A. A.

—♦♦♦—  
The *Fan*, a weekly newspaper published in Chicago for those interested in sport and the stage, made its first appearance February 1.

## Sales Instead of Inquiries

¶ How many letters did you get in 1911 from women who couldn't get your goods at their local stores?

¶ Look this up—it will probably show you some weak spots in your distribution.

¶ Remember also that these women bought what their dealers had in stock—the well-distributed line got sales where you got inquiries.

¶ If you make or sell anything for dry goods or departmentized stores we can show you how to increase the number of sales and reduce the inquiries.

¶ Ask us how.

### Dry Goods Economist

231 West 39th Street  
NEW YORK

## TAKING THE DEALER INTO PARTNERSHIP IN WIN- DOW DISPLAYS

HE IS A POWERFUL AGENT IN HIS  
OWN LOCALITY—BOOST HIS GAME  
AND HE'LL BOOST YOURS — CON-  
CRETE EXAMPLES OF HOW THIS  
MAY BE DONE

*By Charles E. Buck.*

The following are a few suggestions which the dealer will welcome, for he can see where they will bring him real returns and in the end, by performing a service to both dealer and consumer, are bound to pay the manufacturer by the prominent position given his particular product.

From both manufacturer's and retailer's standpoint, the largest and best piece of neighborhood advertising is the dealer's show-window and the more generally attractive a display can be made, the stronger its local influence.

To make my suggestions more practical, I will borrow the names of some well-known advertisers and do so only to make a clearer illustration and in no sense as a comparison of present methods.

Suppose the Michigan Stove Company were to work out a general idea for a window display, using one of their leaders, say a Garland cook stove, for the central figure.

But instead of stopping here or demanding the whole window for an assortment of stoves, which would only interest immediate prospects, they suggest a display of cooking utensils, kitchen accessories, cutlery, etc., which they know the majority of their dealers carry, attractively grouped around the stove.

In handling this, they would naturally send the dealer a printed diagram, arranged to expand or contract to fit almost any window, showing the approximate position of each and every item.

This stove would, of course, have the place of honor, with an attractive sign calling attention to their general line carried by the dealer.

This diagram should be credited to a window decorator well known to his trade or connected with a firm famous for its window display, and if properly laid out will make a more realistic setting to the Garland stove, through its suggestive power, than a window given exclusively to stoves.

With this arrangement for the window proper, a well-done trim should be used, carrying the Garland trade-mark and atmosphere, but here again, if the dealer is given some recognition, he will appreciate it and will go on record strongly for your product.

With such wording as, "Garland Stoves and Ranges and Everything Else That Is Best for Your Home and Kitchen," attractively worked out on your trim, you are taking your dealer into partnership in his own windows and he is giving you the benefit of his personal endorsement in the neighborhood where his influence is often worth having.

In working out such a plan, the salesman can play an important part. Introduce this arrangement through a dealer or two to whom the manufacturer is very close. Photographs are taken of his window, a letter secured endorsing the plan as being not only a big result getter for stoves, but for every item displayed. It does not take much imagination to see the well-instructed salesman making the most of these photographs and letters and the dealer ready and anxious to co-operate, for, in addition to centering the limelight on the Garland stove, it surrounds it with an array of minor characters, which, while making the Garland stronger, represents additional profits to the dealer.

### SAMPLING DURING DISPLAYS

If the product is one that can stand sampling or demonstrating, this is the time to do it, particularly in the smaller places, where the dealer's influence covers a larger area and an attractive, well-done advertising novelty, with a life of real usefulness, will not only bring people to the store,

but sooner or later remind them at the right time of your product.

The same idea can be applied to almost any article, and, for a second illustration, take Herpicide.

Assuming that the druggist is the largest outlet, I would work up a window display with Herpicide in the center and have my diagram show an array of toilet articles in the rest of the window. In the center somewhere, I would use a sign with some bright expression such as, "A Hair in the Head Is Worth Two in the Brush, Use Herpicide and Keep It." On my window trim I would arrange at the top, "Prescriptions a Specialty," with Herpicide below, and, if it could be done without detracting from the Herpicide copy, a mention of other toilet articles, for there are a lot of people interested in the latter that are not then interested in Herpicide.

#### HELPS OVERCOME PROCRASTINATION

The same thought of taking the dealer into partnership in your advertising you ask him to use in his own store can be carried on down to the indoor sign, which, if prominently placed in a window or behind a counter, will go a long way toward overcoming consumer procrastination and will back up your national advertising at the right time and place.

Again borrowing a prominent name, if the dealer is given a well-done sign, which is an ornament to his store, carrying such wording as, "Certainly We Have Toasted Corn Flakes; We Keep the Best of Everything," he is going to place it more prominently than a sign reading, "Toasted Corn Flakes Is the Best Food on Earth." Of course, it makes him boost your game, but you are boosting his and only few of us object to a boost or forget from where it comes, and when all is said and done, the small dealer is just about as human as any one else and ready and anxious to help your business if you will help his.

It seems to be more or less fashionable for many sales departments, which depend upon the retailer for their final distribu-

tion, to score this gentleman as being utterly unappreciative of their efforts to co-operate.

You will hear a sales manager arise in a meeting or convention of his particular business and cite case after case of how printed matter, booklets, displays, etc., have been found by the visiting salesman tucked away under a counter weeks after sending.

While this is often true, the largest half is the fault of the manufacturer, who is so intent upon his own goods that he either has forgotten or has not had time to study the small dealer,—the corner storekeeper,—and before criticising him too severely, let us stop for a moment and consider his duties.

In addition to being proprietor, he is buyer, bookkeeper, his own best salesman, producer of whatever system he uses, responsible for deliveries, stock, costs, profits, finance, both incoming and outgoing, the appearance of his store. In fact, if he is worth the cultivating, his day is not only long but full and his store exactly what his personality makes it.

He must be a good buyer first, and if a good salesman and a good mixer and honest, his recommendations to his customers make him a very important last word in our system of distribution.

In a way, he knows the power of advertising and feels it, for he is forced to carry a variety of trade-marked goods which show a smaller profit than his former bulk goods with the only compensation that they are more easily and quickly handled and he has the feeling that the minute a trade-marked product knows itself strongly enough entrenched in public esteem, the cost will probably advance.

With this experience and feeling, is it any wonder he does not rush with open arms to welcome the newcomer, and recognize him only when the demand forces recognition?

But he wants business, more business, and to the manufacturer, whose help he can see, he is ready to meet more than half way.

## PERSONALITY CHIEF FACTOR IN MAIL-ORDER WORK

READY-MADE RULES DANGEROUS IN SOLICITING THE RURAL CONSUMER—THREE ESSENTIAL FEATURES IN A MAIL CAMPAIGN—ADDRESS BEFORE THE MILWAUKEE AD CLUB

*By A. R. Wellington,*  
Sales Manager of the Wilbur Stock Food Company, Milwaukee.

Personality must come before salesmanship-on-paper in a successful mail-order campaign. Before you have convinced the prospective customer that he is dealing with a real live friend you can't "get to him" with all the salesmanship in the world.

The present season, so far as the average mail-order campaign is concerned, has been one to try the soul of the average advertising man in charge. A feeling of unrest and hold-offishness has affected the agricultural districts, as well as the small towns and cities, and in consequence more revolutionary methods have been used and more copy has been written from more different angles than ever before in the business.

Copy and follow-up schemes, wrought to a point of apparent perfection one year ago, have failed miserably. Letters I have received from the advertising men in charge of the largest mail-order houses in America will prove what I say regarding general conditions during the fall of the past year. Literature and propositions embracing the soundest judgment of human nature have fallen down because the minds of the mail-order buyers have changed and consequently the "dope pot" has been upset.

To use a concrete example I, of course, select my own proposition, as I can talk more intelligently and am more familiar with this line. During the summer and fall months we outlined and built up an elaborate and most intricate scheme for separating the farmer from his money. We built from the experience of many years. We eliminated much that had

proven unsound, we added here and changed there, and when our copy, literature, space buying, etc., were completed, we felt that all we had to do was to figure out next summer's vacation and let the office force take in the money. Two short weeks in November and December changed the course of the universe, so far as we were concerned. We had not even a chance to know whether or not our follow-up scheme would work, for the simple reason that the mail-order buyer refused to be even interested in our first advertisement. The buyer did not even want to know what we had to offer.

Looking back just one month, I really believe that the experiences in these few weeks have done more to make us real advertising men than anything which could have happened. We apparently had to revolutionize our plans, but the peculiar part of the whole matter is that we made just three or four what seemed like very slight changes, but these changes meant just three or four times as much business.

In other words we infused personality into our literature without stint. We had to sit right down and study the mail-order buyer as he exists to-day, and not as he was two months or two years ago. We had to go right down close to him, see why he refused to be interested in this or that and find out just what would interest him.

Do you know what I found? Just this. A man or woman to whom we appeal had to be shown things in a different light. Generalities did not appeal. We had to tell him about our goods, and then tell him why we could afford to send him Stock Food on a free or instalment basis. We had to get closer to him in a personal manner than ever before. We even went so far as to send him a return envelope bearing a two-cent stamp for his reply, if he wanted a dollar package of our goods free instead of accepting the special proposition we made him. We dared him to get a free package; dared him to



## STATE OF KANSAS

W. R. STUBBS, GOVERNOR

TOPEKA

January

25  
1912.

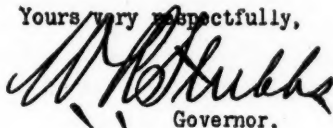
My dear Mr. Munsey:-

I wish to thank you on behalf of the people of Kansas for the fine editorials entitled "Safe guarding the People," also "Why Kansas prospers and grows," and the article on the Blue Sky Law, by Isaac F. Marcossou, published in Munsey's Magazine. I want you to know that the people of Kansas very deeply appreciate your fair and square treatment of facts in these articles.

I am asking the newspaper boys in the state to reproduce these articles and give your magazine credit for them.

With personal regards, I am,

Yours very respectfully,



Governor.

Mr. Frank A. Munsey,

Proprietor Frank A. Munsey Co.,

New York City.

try our goods and be convinced of their merits. We spent, or will spend, one hundred thousand dollars in white space alone, trying to give away free packages and get a chance to follow up with our reasons why our Stock Food is a profit-maker, and thereby sell our goods.

#### THE KEY TO SUCCESS

To sum the matter up, we infused a closer relationship than ever before between firm and prospect, and, as I said, we found that the key to success in the mail-order field to-day is "Personality on Paper." It is necessary to convince your prospect that he is dealing with a man with a heart, red blood and brain; that he is an actual friend, and if you can express these things to your prospect and, in addition, use good horse sense, you are just as sure to take your "Prospect" card from one file and place it in your file of "Old Customers," as you are that the sun will rise and set.

I wish to repeat the substance of some previous remarks of mine.

A strong follow-up containing clear, concise "reason why" talk, which fully explains the merit of the article or articles advertised, painting word pictures of the goods so that he who runs may read, is sure to convert a profitable percentage of inquiries into orders.

The strength or weakness of the follow-up has been the means of making or breaking thousands of mail-order houses. Three features are absolutely necessary in conducting a successful mail campaign: First, the kind of copy which pulls the cost per inquiry to the lowest point must be written; second, this copy must be placed in publications which are sure to be read by a class of readers a large number of whom are known to be possible buyers of the advertised product. Thus far nothing has been said which is not already known to the intelligent advertiser, but the third essential to a successful campaign is one which I know to have been overlooked by hundreds of well-

known advertisers, and no doubt this laxity has meant the loss of thousands of dollars' worth of business which might have been added to the yearly profits of any firm.

Some time ago, in reading over about 100 replies to a first follow-up letter which had been turned into the "killed" pile, I found a number which seemed to afford an opportunity of reading between the lines. In other words, while on the face of the letters there seemed no chance of making a sale or of creating an interest in our goods, still it struck me that a personal letter, which might be made to appeal to the particular interests of each writer, might possibly draw a response and open the way to creating a sale.

This idea was immediately acted upon and the experiment has proved decidedly successful. Each morning I selected from the "killed" inquiries, such letters as I have described above. A personal letter was written to each of these parties at once. The average number of these letters written each day I found to be about twelve.

#### READING BETWEEN THE LINES

Now comes the interesting part to the advertiser. Since starting this "personal" work, the daily number of orders converted from these so-called "killed" replies has been exactly two, and the receipts from such sales amount in round numbers to twenty-three dollars per day. Now, when you stop to consider that the selling cost of this twenty-three dollars' worth of business has been just twenty-four cents in postage in addition to about one hour's time per day devoted to this work, you can readily see why I claim that thousands of dollars' worth of business is overlooked by hundreds of firms who may have most excellent copy and the strongest kind of follow-up, but they may never have had occasion to look for a business leak of this kind.

It might be said that with intelligent employees handling the daily inquiries and replies to fol-

low-up work, no necessity should exist for a single reply being turned into the "killed" file which shows a possibility of being converted into an order, but, Mr. Advertiser, if you will take an off-hour each day and look over your so-called "dead" replies, I believe you can easily confirm the results I have set forth, and add many dollars to your yearly profits. Twenty-three dollars per day for 312 working days per year adds just \$7,176 each year to your gross sales and materially assists in paying the expenses of many of my "lost" experiments.

NEW MEMBERS A. N. A. M.

The following have been elected to the membership in the Association of National Advertising Managers:

G. W. Bennet, vice-president, The Willys-Overland Company, Toledo, O. Overland Automobiles.

F. M. Carter, president, Carter White Lead Company, Chicago. White Lead. Stuart H. Heist, president, Blaisdell Paper Pencil Company, Philadelphia. Blaisdell Lead Pencils, Crayon Pencils and Erasers.

A. C. Hough, president, Hough Shade Corporation, Janesville, Wis. Vudor Porch Shades and Vudor Hammocks.

H. B. O'Brien, sales and advertising manager, Alvin Mfg. Company, Sag Harbor, N. Y. Alvin Silver Sterling and Plate.

Herbert T. Proudfit, advertising manager, The Aeolian Company, Fifth avenue and Thirty-fourth street, New York. The Pianola, etc.

Elbridge A. Stuart, president, Pacific Coast Condensed Milk Company, Seattle, Wash. Carnation Milk.

L. A. Van Patten, advertising manager, American Locomotive Company, 1886 Broadway, New York. Alco Motor Trucks, Taxicabs and Motor Cars.

William B. Walker, president, American Thermos Bottle Company, 243 West Seventeenth street, New York. Thermos Vessels (bottles, coffee pots, decanters, carafes, jars, lunch kits) and carrying cases for the same.

L. D. Wallace, Jr., advertising manager, United Cereal Mills, Limited, Chicago. Washington Crisps.

Arthur Waterman, assistant treasurer and advertising manager, Hartford Suspension Company, Jersey City, N. J. Truffault-Hartford Shock Absorbers, and other automobile accessories.

TRUTH IS SAFE ANYWHERE

A sales talk made out of the absolute truth can be left anywhere without protection, but the whole of the national guard and the regular army, backed by the navies of all nations, cannot keep a lying sales talk from playing the star part as the victim of an assault and battery episode.—*Thomas Dreier.*

## A Weekly that Lives For Two Weeks (at least)

has advantages for the advertiser. **The Sunday School Times** is issued more than two weeks—nineteen days, to be exact—in advance of the date of the Sunday-school lesson it contains. Each issue is therefore in hand and in use about two weeks.

Consequently it lives longer than the weekly that depends for its reading upon the immediate interest it possesses. **The Sunday School Times** is a working tool for teachers, and is thoroughly read and highly regarded.

Why not use it for your advertising?

THE RELIGIOUS PRESS ASSOCIATION, Advertising Representatives  
Witherspoon Building, Philadelphia  
Monadnock Block, Chicago

## THE ADVERTISING MAN AND THE ORGAN- IZATION

HE RUBS ELBOWS WITH ALL DE-  
PARTMENTS—THE LOGICAL HAR-  
MONIZER—COMMON-SENSE RULES  
WORTH KNOWING

*By Frank H. Rowe,*  
Advertising Manager, Russell Motor  
Car Company, Ltd., Toronto.

Ask the average advertising man to define his duties and immediately he will start a recitation of a multitude of them, including the duties contingent upon the preparation of copy, space buying, planning, follow-up, etc., etc., and there he will stop.

But ask the *above-the-average* advertising man and he will not stop there; he will, with these duties, include a digest of the rules which govern him in his relationship to the rest of the organization. It is the broad-mindedness of this man and his conception of the opportunity of his calling that makes him above the average.

The right relationship of the advertising man to the balance of the organization is as essential to his complete usefulness as his capability on copy and plans. In a way he is, or at least, he may be, a harmonizing element which shall help to knit the whole organization together and make it run smoothly.

This privilege is indeed also possible for the other members of the staff, but it is peculiarly one for the advertising man. It is he who is constantly visiting one department and another in the routine of his duties. In many he will find discord, and if he has an approachable ear he will hear all sides of a question.

He meets the man who is always having his dignity stepped on—who does not know him? He rubs elbows with the department head who believes he isn't appreciated, and likewise with the man who thinks the needs of his particular department are always left for consideration till the last. Then there is the careless, ir-

responsible type sometimes, strangely, in a surprisingly good job, and there is the habitual grouch.

What an opportunity for mis-chief-making! What an equal opportunity for doing the decent thing. I would rather have an advertising man working for me who was a harmonizing influence in my business, even though he was not brilliant, than the cleverest of them all if he were a trouble maker.

If "war is hell," then making a living in an office where petty spite, jealousy, tale-bearing and trickery is rife is hell twice over.

Life is too short to go through it that way—too short and too good. The joy of being an advertising man *for the work's sake* is joy enough to the real advertising man to make him mindful of something besides the size of his salary check.

Let him in his trips about the plant, or about the store, as the case may be, learn the fine art of smoothing men down. Loyalty demands it of him. Discontent and mutual distrust in the organization is dry rot, and it's deadly. At best there will be enough of it. Contribute nothing to it. If you are dissatisfied, get out. Or, if you can't get out, don't spoil others. Carry your own load.

I know both kinds of organizations. I have seen a man come from the one where he never knew what was going to happen next to one where he could know where he stood every time the sun went down with this speech on his lips: "Boys, I feel as if I had worked for years in a cellar and had just come up to the sunny top floor."

There are some common-sense rules that are worth knowing if you are an advertising man in an organization. Here are a few:

*Don't know it all. Remember that the ability to coin phrases doesn't always coin coin for the company, and if it does—there are others.*

*Don't think that none of your predecessors were any good—con-*

# Save Money on Your Stationery Bills and put it into Advertising

**H**ERE'S a concern that does it—  
with the Multigraph. Read their  
own letter:

"In reply to your request for information regarding Multigraph which was purchased from you some seven months ago, we are very glad to advise that the machine has proven entirely satisfactory, and even exceeded the estimate of usefulness which your representative claimed this machine would be to us at the time of purchase.

"In round figures, we would estimate our saving by the use of this machine at about \$600 since we have been operating it—all of this on printing our office and factory stationery and the various forms used in our business. In addition to this, the real typewritten letters which we are enabled to get out with this machine have produced,

as near as we can tell, about \$15,000 worth of business since we have had it, or at the rate of \$25,000 a year.

"Our office boy has experienced no difficulty whatever in securing results equal to that of the printed matter we formerly bought; and the speed and promptness with which a job can be turned out make the machine invaluable.

"We are very glad to give you the above information, and consider it but small return for the great benefit this machine has been to us. You are free to use it in any way you see fit."

Haskins Glass Co.

Wheeling, W. Va.

## THE MULTIGRAPH

*Produces real printing and form-typewriting, rapidly,  
economically, privately, in your own establishment*

Maybe the Multigraph wouldn't produce the same results for you. *It might do more.* Depends upon your business, and how you use the machine. That's why we say

**You can't buy a Multigraph  
unless you need it.**

Ask us, anyhow. Write today.  
Use the coupon.

### THE AMERICAN MULTIGRAPH SALES CO.

Executive Office 1820 E. 40th St.  
Branches in Sixty Cities

Look in your Telephone Directory

**Cleveland**  
*Ohio*

European Representatives: The International  
Multigraph Co., 59 Holborn Viaduct,  
London, Eng.; Berlin W-8 Krau-  
senstr. 70 Ecke Friedrichstr.

### What Uses Are You Most Interested In?

Check them on this slip and  
enclose it with your request for  
information, *written on your busi-  
ness stationery.* We'll show you  
what others are doing.

#### AMERICAN MULTIGRAPH SALES CO

1820 E. Fortieth St., Cleveland

#### Printing:

- ☐ Booklets
- ☐ Folders
- ☐ Envelope-Stuffers
- ☐ House-Organ
- ☐ Dealers' Imprints
- ☐ Label Imprints
- ☐ System-Forms
- ☐ Letter-Heads
- ☐ Bill-Heads and Statements
- ☐ Receipts, Checks, etc.
- ☐ Envelopes

#### Typewriting:

- ☐ Circular Letters
- ☐ Booklets
- ☐ Envelope-Stuffers
- ☐ Price-lists
- ☐ Reports
- ☐ Notices
- ☐ Bulletins to Employees
- ☐ Inside System-Forms



## 200,000 to 300,000 Boys reach the shaving age each year.

50,000 boys read the **BOYS' MAGAZINE**. They are now thinking of the first shave and which razor they will use. None of them possesses razors now, but most of them will buy new ones.

A modest appropriation in their own magazine would induce hundreds of them to buy the razor you make.

While the character is yet being moulded and habits formed—when impressions are easily made and long remembered—then is the time, Mr. Manufacturer, to present your goods to the boy and influence his natural habits to your advantage.

Can you not realize the distinct advantage such a start gives you over your competitors? Do you not also see the double effectiveness in reaching the future consumer as well as the present one?

(Let us talk this proposition over with you.)

# THE BOYS' MAGAZINE

SMETHPORT, PA.

ceit isn't attractive and your knocks are like hitting a man in the back. You have the job; hold it with your head, but not with your mouth.

Don't let the manager of the smallest department feel that you think his particular proposition is secondary. Best of all, don't think so. Man! it's his bread and butter—his one child—his hope! Jump in and help him—for the sake of the company. That's what you're for. If your company has many lines they are all your lines—every one of them. If you can't handle them all you are not the man for your job.

Don't scorn suggestions. Don't. It's the little man, the very little man, who isn't fairly reaching for suggestions. If someone comes along with a good idea thank your lucky stars for it and don't be afraid to show appreciation of it and to give credit if occasion calls for it.

Don't spring to defend yourself if anything goes wrong in your department. Things go wrong everywhere, and if you don't make any mistakes you are too good for this advertising world.

If you are in wrong, get right—for the company's sake. Acknowledge it and fix it. Don't lay it onto your stenographer or office boy, either, if you're to blame yourself. You won't be executed if you are wrong, but you deserve to be if you think more of your hide than of your conscience and try to shift the responsibility.

The advertising business is calling clever men, but it is also calling good men. We are here to spend money and move merchandise, but while we are doing it we are here to help the organization look up to our profession.

## LADIES' DAY AT CHICAGO

The Chicago Advertising Association had a unique affair on Wednesday, January 31. Helen Mar Thompson, of the Mahin Advertising Company, was the speaker, and it was ladies' day. Welch's Grape Juice, Borden's Malted Milk, Ice Cream, Skylark Chocolates and Mrs. Rorer's Coffee, products advertised by the Mahin Company, were served as refreshments.

## HOW ADVERTISING SAVED A COLLEGE

HURON COLLEGE OF SOUTH DAKOTA  
WON OUT AFTER A "LIVE OR DIE"  
CAMPAIGN IN RELIGIOUS PAPERS—  
THE NATURE OF THE APPEAL

By Herbert H. Smith.

There is no good reason why a man cannot be persuaded by advertising to join a church or donate \$1,000 to a college as well as to buy a mattress with a peculiar name or a fountain pen with a particular crook.

It was left for a small institution on the prairies of South Dakota—Huron College, of Huron—to make a conspicuous success of college advertising aimed at the people with money rather than children, in an effort to obtain a sufficient endowment to enable it to continue its efforts to educate the youth of the frontier state. The goal was an endowment fund of \$500,000 to be raised before a certain date in order to secure large contingent gifts, and President C. H. French ascribes much of the success of the campaign to the advertising of the college.

Before the advertising began President French had good "distribution," to use the terms of merchandising. He and his college were known to the members of the Presbyterian church over the country. The school is attached to that denomination, although as is usual with the small Western colleges, young people of all denominations attend. President French, who was his own agency and advertising man, was also provided with supplemental advertising to that done in periodicals and had follow-up in the shape of a college bulletin which went to a large list of friends of the college.

Because the college could appeal to but a limited class the advertising was confined to two church papers, the *Continent* and the *New York Observer*. The copy was changed each week.

There was behind the college a history replete with the sacrifices

## Speaking of the AMERICAN MAGAZINE:

The bigness of the magazine's circulation does not represent its selling power any more than the size of a man indicates his brain power. The American Magazine must be measured not only by the number of its readers, but the kind of readers and its influence with each.



ADVERTISING DIRECTOR

## EDITORIAL NOTE

Did you ever hear a lion roar in his native Africa? Stewart Edward White has, and tells about it in the March number.



of students and professors so that there were human interest tales in abundance on which to hang an ad. The college had been running \$20,000 a year behind in its expenses. This money had to be raised by the president on begging expeditions. The trustees determined to end that and set after an endowment. The General Educational Board and J. J. Hill helped with large gifts contingent on raising the rest—so much in South Dakota and the rest elsewhere.

#### USED HOUSE ORGAN, TOO

Although South Dakota has had two years of poor crops, work was commenced on the members of the Presbyterian church in that state. They were sent copies of the *Bulletin*, the "house organ," in which a history of the college was printed, together with current

would die unless the money were found.

The ads were rather unique in their breaking away from ordinary religious paper advertising. One was as follows: "A birthday dollar." A little girl almost six years old overheard her mother and father talking about the danger that Huron College might die if it did not get endowment.

"What, that college die?" she cried. "We can't let it do that, can we, mother? I will give the dollar that grandpa is going to send me for my birthday."

The dollar came and its simple story won many other dollars. A small boy who gave two cents got a big "head" in the advertisement of the college soon after.

All of the advertisements were of the same simple sort. The record of the college in regard to home and foreign missions and men and women who had gone from the college to work in those fields was "reason why" copy that the college should be supported with sufficient endowment. Each ad carried a statement of the amount of money raised and that needed by the time the limit expired. The space was usually a quarter-page with plenty of white showing to make it stand out.

"November 11 Huron College loses \$130,000" was the headline of one of the ads announcing the necessity of raising the endowment in time to save the contingent pledges.

The money was raised on the last night of the period amid the usual accompaniment of college approval of a thing well done. President French expects that the number of students will be largely increased through the publicity the college has received although no effort was directed toward that end in this movement.

## Sentence Suspended

If Huron College does not secure endowment, it must die, but it has until

*November 11, 1911*

to show why this sentence should be set aside.

**NEEDED: \$500,000**

STATEMENT JAN. 31, 1911.

Pledges, void after Nov. 11, 1911

South Dakota.....	\$14,555	
Others.....	115,000	
Cash.....	30,550	\$167,275
Yet to be secured.....		332,625
Every cent for endowment.....		\$500,000

We can live without more buildings, but we cannot live without endowment.

This is a "ground floor" opportunity to invest in good citizenship and Home Missions. Will you let us tell you more about it?

Address President C. H. French, Huron, South Dakota.

#### A SENSATIONAL APPEAL TO CHURCH PEOPLE

news about the progress of the endowment campaign. Each week these same families received the quarter-page ads of the college in their church paper, pounding home the message that Huron College

The Chalmers Motor Company is distributing a neat little novelty in the shape of a package of court plaster, less than an inch and a half square, which bears on one side the Chalmers monogram and on the opposite the following legend: "This court plaster is intended for the man who still has to crank his car. Chalmers self-starter is the greatest automobile improvement in five years," etc.



**A customer recently** commissioned us to create and produce the most handsome and effective booklet we knew how—to accomplish a specific purpose—with *carte blanche* as to cost. This involved an expenditure of about \$31,000 exclusive of distribution.

The point we wish to make is that those big, broad-minded business men who want to accomplish big things go to a printer in whom they have confidence as to his integrity, ability and facilities, and trust him with the production of their printed matter. They find it pays them better in the long run than to try to buy their printing by the yard or the pound from the one submitting the lowest price.

A printer's estimate cannot represent the total cost, nor can any set of specifications cover quality of workmanship, ideas, conception or, what is of the most importance in advertising-printing, that vital factor of efficiency: the worth of your printed matter is gauged by the results it accomplishes.

A large number of our customers find it advantageous to do business with us on this basis. If it pays them, might it not pay you?

Write for your copy of *Colophon*, just issued. It is worth while.



## THE TROW PRESS

201-213 East Twelfth Street New York

Telephone 1100 Orchard



# Typical Subscribers of the Bookman

**Mr. F. I. E.\*—Philadelphia**—General Manager for S. & C.,\* one of the largest and highest grade retail stores of the city.

**Mrs. P. M. H.\*—Boston**—Wife of a member of the real estate firm of C. C. & F.\* personally taxed for \$342,000.

**Mr. A. G. W.\*—Boston**—Head of W. & Company,\* a \$500,000 concern Owns a country place.

**Mr. Z. H.\*—Boston**—President of The H. & V. Company\* and director in two other concerns, the former concern having assets of \$1,500,000.

**Mrs. A. C.\*—Newton, Mass.**—Wife of one of the partners of R. H. S. & Company\* a leading dry goods store, reputed worth between \$300,000 and \$400,000.

**Mr. E. V. S.\*—Philadelphia**—Head of the firm of E. V. S. & Company\* bankers and brokers, home property worth \$48,000.

We have on file hundreds of reports\*\* like these. Thousands of readers like them can be reached at a rate that will surprise you.

R. E. DeWITT, Business Manager

**DODD, MEAD & CO., 4th Avenue and 30th Street, New York City**

\*Names furnished on request

\*\*Shown on request

## HOW A MANUFACTURING JOBBER WON THE DEALERS

AFTER IT HAD BEEN DEMONSTRATED THAT CONSUMER ADVERTISING WAS IMPRACTICABLE—A TRADE BULLETIN THAT SOLVED THE KNOTTY PROBLEM OF SETTING A NUMEROUS AND MISCELLANEOUS LINE IN MOTION—THE SCOPE OF THE GENERAL CATALOGUE AND OF SUPPLEMENTARY TRADE AIDS

*By Frank Markward,*

Advertising Manager of William Volker & Co., Kansas City, Mo., with factories also at Chicago, Denver, Houston and Memphis.

[EDITORIAL NOTE:—PRINTERS' INK has received, in the past few months, several letters expressing a desire to know how the jobbers of the country "tie up" the dealers as firmly as many of them do. This article will, in part, answer these questions, although it is obvious that many jobbers are not so favorably disposed toward consumer advertising as were William Volker & Co. Mr. Markward's presentation is an interesting exhibit. PRINTERS' INK would be glad to learn if any of its readers could have solved the problem better than he did.]

The problem of fitting the advertising to the varied lines of William Volker & Co. required peculiarly earnest study. Here is the problem we faced:

My house is both manufacturer and jobber. It makes window shades and shade cloth, apparently a very simple thing to advertise but in reality among the few articles of general consumption that do not lend themselves to consumer advertising. The results of the only shade cloth advertising in the magazines are, I learn from good information, not overwhelmingly good or anything resembling it.

There are a number of reasons why shade manufacturers do not go into "general publicity." There isn't any special reason why more than one need be given. The stock shade sizes range from thirty-six to fifty-four inches but each year fewer of these sizes are used while the orders for special size "tailor made" shades are steadily increasing. The shade manufacturer really has no protection. When he sends out his shades wrapped individually or in stock

packages of one dozen, with his brand and trade-mark carefully affixed, he has but little faith that very many of them will be handed over to the consumer in the original package, unless the dealer chooses to save the original wrapper and replace it after he has cut down the stock shade to the size desired by the customer.

When it is possible to induce architects and building contractors to standardize the size of windows in homes, schools, office and public buildings then the shade from the water-color variety sold for twenty-five cents 6,000-threads-five-the-square to the hand-made oil opaque, yard, can be made in stock sizes, christened with a registered blown-in-the-selvedge brand and advertised with good results—commensurate with individual excellence and service. But this is too much to hope for a long time to come.

READ THE HOLIDAY SELLING PLANS IN THIS ISSUE

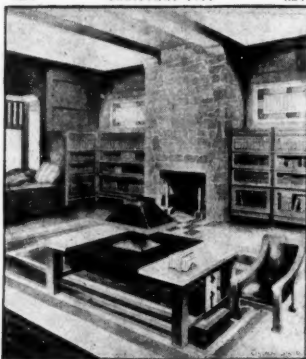
## Trade Helps

PUBLISHED MONTHLY BY WILLIAM VOLKER & CO. KANSAS CITY, U.S.A.

Vol. 3

CHRISTMAS 1911

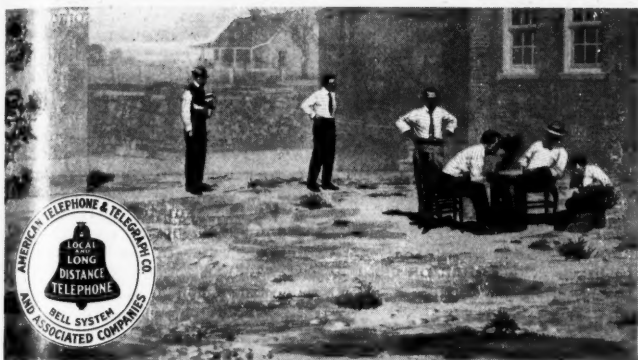
No. 4



CUSTOMER HAVING CATALOG WITH BIG COLOR PLATES WRITE TODAY FOR NEW SIZE AND LARGER PRICES LIST.

### PLAYING UP THE "HOME" NOTE

The shade manufacturer claims that consumer advertising would make of him a shining mark for substitution. Once the wrapper is off his product, it is anybody's shade. If the name is placed in the selvedge, the customer will likely request its removal—pro-



*From a Photograph Showing the Last Step in Locating the Exact Center of Population of the United States.*

## "The Center of Population"

### *A Title that Fits Every Bell Telephone*

From the census of 1910 it is found that the center of population is in Bloomington, Indiana, latitude 39 degrees 10 minutes 12 seconds north, and longitude 86 degrees 32 minutes 20 seconds west.

"If all the people in the United States were to be assembled in one place, the center of population would be the point which they could reach with the minimum aggregate travel, assuming that they all traveled in direct lines from their residence to the meeting place."

—U. S. Census Bulletin.

This description gives a word picture of every telephone in the Bell system.

Every Bell telephone is the center of the system.

It is the point which can be reached with "the minimum aggregate travel," by all the people living within the range of telephone transmission and having access to Bell telephones.

Wherever it may be on the map, each Bell telephone is a center for purposes of intercommunication.

To make each telephone the center of communication for the largest number of people, there must be One System, One Policy and Universal Service for a country of more than ninety million.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES**

***One Policy***

***One System***

***Universal Service***

viding he ever sees it. He would not fancy having some manufacturer's name on his window shades.

It required considerable demonstration of these facts to convince, for hope springs eternal in the advertising breast, but after we had become finally quiescent, if not altogether convinced, the question of other ways and means was taken up.

The jobbing lines are divided into four other departments. Floor coverings from oil cloth to battleship linoleum and rugs from porch grass rugs to first quality seamless Wiltons; the sundries department, that carries in stock literally hundreds of items of furniture sundries, repairs and tools, furniture specialties and novelties, drapery, hardware and mirrors and mirror plates; the art department, carrying pictures, picture frames, potteries, statuary, brass wares, floor and novelty clocks, cut glass and a few dozen or score of other items. Comes then the drapery department with curtains of infinite variety, covers, portieres of stock sizes and also piece goods for making up special orders for the trade.

The question of general publicity in which each department would have been money wasted. The jobbing lines were not exclusively controlled and from their nature could not be. It was simply merchandise assembled at a common point for distribution to and through dealers only and, largely, furniture dealers. These were supplemented by dry goods stores, gen-

eral stores and one or two other kinds—purchasers of some specific line or lines.

The demand was that all departments be equally represented in whatever kind of advertising should be done. And for a time the delving into the situation went on. The vehicle finally adopted as the basis for equal representation and pro rata taxation was not new except in the versatility of merchandise it represented and the character of its contents. It was a house magazine.

As a means of stimulating interest in the proposition the first issue was sent out without a name but offering a cash prize for the best title submitted. This was fairly effective. More than 4,000 answers were received and from these a name was selected related to the mission of the publication—*Trade Helps*.

#### TRADE HELPS. WILLIAM VOLKER & CO. MID-SUMMER SALE MAKING

Hot Weather Specials Will Be in Line. Still Busy Days of Summer Time.



**HOT WEATHER SPECIALS** is something to the mental constitution of week-enders that remains susceptible to the subtle influence of a bargain. Come Winter's more and Summer's heat, this fact remains evident, and makes ready for the retail merchant in several lines it is so obvious.

Take the merchant engaged in the home furnishing business; the word "sale" falls to him very readily in the ear of a good many of his. He prefers legitimate selling to the harsh kind, but then, brother merchant, when the ordinary day is over and on based of method fails to realize the consideration our own personal interest demands necessary.

The music of the sphere is an inspirational thing to poetry and the masters of harmony and the genius of song are prone to the depression in this life, but if you want to realize a merchant's ear and make his pulse quicken with delight, let him know day after day in the commercial and refined (style of his cash register).

It is a well known law of commerce that practice shows speed proficiency and how to keep the figure worn of the retailer's business complete the bulk of the merchant's time.

The present time of year the quantity of goods, like some season makes, goes into more or less of a lull, and a remedy that will originate the seasonal volume of the business is very badly needed.

The ordinary operation of business does not get abnormal. People are really concerned about their own affairs at this time of year, and one of the principal of the business is to consider the sale of goods and their sale to be as comfortable, plain as truth and exact themselves to be as well as possible.

This being the general intention, it will require something different to induce people to come to your store.

**Comfort and Good Values.**

In planning a sale, write if you will in by another name, at this time of year you must count upon having new features to your offering and enough of them to induce the housewife to consider the sale worth while in taking the trouble, as down and some down town, or if she lives in the country, she must deem the coming suddenly important to induce sales or better or still to induce her to possibly camp up the house or home—perhaps value for a week to town and your store. You must offer her the means of additional personal comfort and merchandise values of character and kind calculated to add to the appearance of her home and the material welfare of the household.

There is an added reason for this. Your Summer merchandise, or rather what is left of it, is still in stock, and it is quite reasonable to suppose that with the summer still half gone there is opportunity to add more of it to the general offer. It is every effort of this kind the staple as well as the purely desirable goods can be offered. The right time for buying comes for someone every day and no special advertising should be offered your public without giving them the opportunity to remember they need a dining table or chair, a rug for the living room, a further check for the library, tell them for the lack, or any one of a score of other things.

and quantities that confer a more or less lasting benefit upon the house.

It is in this plan for stimulating mid-summer business don't overlook the psychological mind, which keeps ringing for you all the time, and, unless you pass it along, it is in that above of time that holds neglected opportunities and the as little regrets attending a lack of foresight.

#### The Amount of Advertising Space.

There will remain a few merchants who deny the benefits of advertising, but it is to be hoped they are not in the future business. In any attempt to stimulate trade, advertising must play a big part providing the amount wastes it to. By which to meet that a double edition two-week newspaper ad is not going to make a few readers the same as a double edition, likewise a "double ad" or any smaller small space.

It is sometimes hard for the merchant to believe there is a difference in advertising. If the announcement or card is in the paper, regardless of the small size space is essential, he believes himself he is advertising, and he is almost as sure it doesn't pay. In this last belief he is right; in the first he is wrong. He isn't advertising with his ad, he is to command attention—and get it. He is simply paying out more or less money principally to debase himself, and trade counts on him to be sensible about advertising in this sense. A quarter page in a paper that has twice as good as an eighth page of ad and a half page is worth more than two quarter pages, while a full page is a compromise—A compromise of the space in front of the reader's eyes. It makes whatever value the paper has at that big advertising space devoted to your goods and your store. The little ad in small merchandise is a joke—and on the merchant who offers it. He is engaged in maintaining a publicity that secures a certain portion of his customers and gives little or nothing to return.

So when you have a real home-furnishing week on hand, don't hesitate to buy plenty of space to tell the story, to introduce the new material, describe them, illustrate and price them.

The question of illustrations is important. It is almost impossible to have these good and very easy to get them. The line they illustrate your merchandise the power they are, and if your only ad is in the trade or the retail market is restricted to a few—most commonly degree, your only hope is to make your description so clear and complete the reader gets a fair mental picture of the size, construction and quality. Use enough space to get attention. Without it your attempt to attract will result in extravagance—And to be sure you will waste your money on a bad little space, where one of ample size will tell the buyers to load your money back, and possibly more.

#### A Summer Sale Event.

A feature which will be gradually take advantage of in the mid-summer selling event is to provide a dinner and room. How a Summer room runs very properly includes a porch. It is not confined to the porch, happily.

(Continued on page 97)

From the beginning the publication was well received. A fairly sharp division was made between reading matter pages and pages devoted to advertising. Sometimes some special announcement was placed in the reading pages. The reading matter was educational and specifically helpful to the dealer. Because the furniture dealers were the best customers and excelled in numbers the house organ exploited the furniture business from the angle of progressiveness and personal enterprise.

As the greater part of our merchandise belonged in the home, the changes were rung on the American home as the premier field for home merchandise and merchandising.

The pages of *Trade Helps* portrayed the making of modern window backgrounds and natural settings for home furnishings, interior displays, art rooms, store decorations, color schemes, exhibit rooms, special advertising "stunts," campaigns of publicity and merchandising. Our sales-

men heard of *Trade Helps* wherever they went and became so interested that when the dealer failed to mention *Trade Helps*, they supplied the omission. After a few issues the necessity for exploiting more merchandise each issue expanded the publication to double its first size. It had grown to be a real medium.

#### A FICTION BOOKLET RESULTFUL

All this time the window shade question remained to vex and plead for satisfaction. One of the first dealer aids offered after establishing the house organ had for its motive power an offer generous enough to secure the dealer's interest and his co-operation. The plan provided for the distribution of a booklet to the customers of the dealer with the dealer's name printed on the back cover of the booklet.

This is again not new but the offer to distribute it by mail at our expense, providing the dealer would furnish the names of his customers to the advertising de-

#### MODESTY PREVENTS US FROM SAYING ANYTHING MORE THAN

### Look at TOWN AND COUNTRY from the Basis of Class and Weeklies.

Summary of Advertising Carried by the Magazines During 1911

CLASS—	TOTALS	
	1911	1910
Motor .....	963,928	839,901
<b>TOWN AND COUNTRY</b> .....	<b>630,366</b>	<b>480,504</b>
Country Life in America .....	479,843	457,485
Motor Boating .....	403,744	307,534
System .....	366,248	378,114
Architectural Record .....	312,032	284,256
Suburban Life .....	185,147	190,753
House Beautiful .....	145,461	120,064
Field and Stream .....	144,598	146,292
International Studio .....	136,919	185,441
Garden .....	132,748	141,793
Theatre .....	109,404	118,013
Recreation .....	101,266	106,154
Craftsman .....	98,926	100,050
American Homes and Gardens .....	81,987	77,119
<b>WEEKLIES—</b>		
Saturday Evening Post .....	1,145,159	1,090,858
<b>TOWN AND COUNTRY</b> .....	<b>630,366</b>	<b>480,504</b>
Collier's .....	621,719	608,807
Literary Digest .....	507,102	485,089
Outlook .....	451,814	446,745
Life .....	345,110	356,400
Independent .....	288,632	291,168
Leslie's .....	275,456	253,273
Christian Herald .....	232,432	237,879
Associated Sunday Magazines .....	215,171	191,904
Churchman .....	205,181	228,099
Scientific American .....	188,049	125,195
Youth's Companion .....	137,013	122,088

For Rates and Etc., Apply

Advertising Department, Town and Country, 389 Fifth Avenue, New York City.



The aviator's wife, while out for a spin with him, said:

"I'm afraid we will have to go down again, dear, I have lost one of the pearl buttons off my coat, and I can see it gleaming down there on the grass."

"Forget it, honey, that's Lake Erie."

The city bred, city fed advertiser whose knowledge of agriculture has been learned from humorous weeklies may think that the farmer's trade is a very small field, but that is because he is so far away from it. What he now considers a fair-to-middling market for gold bricks will turn out, on inspection, to be an active and rising market for automobiles, piano players, typewriters, arms and ammunition, toilet articles, timepieces and pretty nearly everything that any human being buys.

But he must do more than recognize that there is a field for his goods among farmers. He must also recognize the straight and direct path to them. In other words, the columns of

## FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

partment, brought instantaneous response.

The booklet told all the facts regarding shades but in a somewhat different key from the average booklet of this character. It was told in the guise of a little housekeeping romance, in which incident and interest were included with enough shade information to inform the home-maker reader of the difference between cheap shades and better, and in particular of the superlative virtues of hand-made Victor, at that time the firm's best grade. The names from Missouri, Kansas, Texas, Colorado, New Mexico, Arizona, Nebraska, the Farther West and Northwest states, Arkansas, Louisiana, Mississippi and a few others, began to flow in.

That the dealers might judge in advance of the booklet, facsimile reproductions of the cover, together with the story itself and the proposal to the dealers, was published in *Trade Helps*.

As stated, the returns were prompt. About a quarter million booklets were mailed direct to as many homes. The dealers of the many cities and towns reported good returns and increased shade orders demonstrated the truth of their words.

There followed window display contests for the benefit of the shade department, store and show window cards, a specially designed series of advertising, electrotyped and sent to every dealer who would agree to run the cuts in his local paper and send copy of advertisements to the advertising department.

After the advent of *Trade Helps*, seconded by the sending out of the first booklet, there was a regular following of dealers who could be depended upon to give every plan and help offered a fair tryout. Apparently they secured results.

As a variation of the first booklet plan a second booklet was later prepared but still in story form. In order to secure distribution without incurring mailing cost, *Trade Helps* announced the new shade story; recited the fact that the book weighed less than one-

third of an ounce; that it would fit in an ordinary number six and one-half envelope and that if every merchant who sent out advertising literature during the month would inform us of the mailing date and the number of booklets he could use to advantage, the same, properly printed with the dealer's name on the back cover, would be sent forward, charges prepaid. In the number sent out there was a postage saving but there was not the overwhelming rush of the first offer.

#### MAKING THE CATALOGUE EARN ITS SALT

In addition to *Trade Helps* as the approved medium of communication between the various departments and the trade, the prime basis of mail orders is the big general catalogue issued annually and for the greater part kept current by guaranteeing the stability of prices of a majority of the offerings. In addition to the advertising of seasonable goods, the mail order is constantly urged. The value of getting needed goods into the retail stock in the shortest possible time instead of waiting for the salesman to appear on the scene is argued, together with the general advantage of prompt service from the depot of supply. The publication serves also as the testing ground for new merchandise added during the season. New goods from all departments are given the benefit of publicity, their advantages described and illustrated. If they make good they are added to the catalogue list, and are among the "dropped" numbers if they do not.

One advantage of advertising direct to your own trade is that a more personal relationship can be courted and established.

The great variety of merchandise the firm carried had the advantage of, in large measure, one retail outlet—the furniture store. Since selling the dealer is but after all one station on the route to consumption, the question of increased business is always before the advertising and selling forces. The larger portion of the trade is in smaller cities and the

## Reach Bakers and Confectioners in Canada

Why?

Because the Trades are prosperous.

They are expanding.

They are buying in all markets.

Their credit is good.

The Baker & Confectioner is a strong influence on both sections — It has made good.

Among American Organizations using B. & C. regularly are:

The Fleischman Co.  
The August Maag Co.  
Petersen Oven Co.  
R. Megson & Co.  
Malt Disatase Co.  
C. A. Thompson Machine Co.  
P. Ballantine & Sons.  
India Refining Co.  
Lanier & Driesbach.  
Colborne Mfg. Co.  
Liquid Carbonic Co.  
Thos. Mills & Bro.  
Corrizzo Extract Co.  
Schall & Co.  
Collum Mfg. Co.  
Henry Heide.

These people have found that we influence real business. You will, too, if you use our service.

## THE BAKER AND CONFECTIONER

Monthly. Issued fifth of month.  
Type 7x10, \$300.00 for 12 pages.  
Alone in its field.

The B. & C. is one of the strong Acton group of Trade Newspapers formed by *The Shoe & Leather Journal*, *The Furniture Journal*, *The Funeral Director*, *The Painter & Decorator*, *Dry Goods Record*, *Ready-To-Wear*, *Men's Wear*.

Full particulars gladly sent if you address

### ACTON PUB. CO. LIMITED

Head Office...Toronto, Canada  
Montreal.....Coristine Bldg.  
Chicago.....4057 Ferry St.



idea of inducing the dealer to use more local advertising and exploit our merchandise in a part of the space was considered.

The "fire," "smoke," "water" and department store brand of sale is not popular with the furniture dealer as a rule. Of course there are furniture stores that advertise sales weekly, monthly, quarterly and the other divisions of the year, but as stated the average furniture dealer prefers merchandise advertising to "sale" advertising.

This phase was duly considered and the final result was a "Home-makers' Furnishing Week."

All the rooms of a house from kitchen to bedroom were reproduced in attractive line-drawn cuts of modest size. An ad about five columns, 17 inches deep, was prepared, the introductory giving the plan of sale which was to last from Saturday to and including the following Saturday. A special offering of some useful, household article at a reduced price was offered each selling day and the choice of all that was left was offered for the last day of the "home furnishing week."

This advertisement was run in the two center pages of *Trade Helps* with the offer to supply dealers all or as many of the cuts as they desired, together with permission to use the advertising form as published. This plan was designed to cover the entire year. Once each month appeared a new ad and for the greater part different cuts were used each time. The requests for cuts were numerous enough to warrant the belief that manufacturers might consider this plan of supplying their dealer customers with advertising material more catholic in flavor than so much of the purely personal kind of advertising aids.

In a word it seems advisable at times—some of the times—to say two words for the dealer to one for ourselves, because it is bootless generosity to supply a dealer with something he can not or does not believe he can use to advantage.

The dealer handles five hundred articles of merchandise; the man-

ufacturer quite often produces but one and although I do not say this represents the percentage of difference between the retailer's and manufacturer's regard for the latter's product his deep introspective gaze might be turned outward and dealerward occasionally with good results.

#### SAYS WOMEN GOVERN THE BUYING

"Were it not for women, the clothing dealers would have no occasion to advertise wearing apparel," said Henry F. Weinstock, of the Everwear Hosiery Company, before the Milwaukee Advertisers' Club.

"The average woman reads the advertisements more carefully and fully than the man, owing to the fact that she is mutually appointed to do the buying for the family, and, therefore, she is a better judge of price values, and is a better buyer generally. When a man buys, he has a set, definite article in view. He goes into the store, expresses his desires and departs. Not so with the woman. When she shops, she has nothing definite in view, and though she may have been led into a store by an advertisement, it is seldom that she comes out with the article she originally intended purchasing. Therefore, the unusually small size of the man's furnishing shops as compared with the department store."

Mr. Weinstock then went into a technical discourse on wearing apparel advertising. He said that while style, fit, quality and price always have been advanced as the main selling arguments for clothing, in his opinion, price did not enter into the selling end of clothing very much. Service, he said, was what the average buyer wants, and on it depends the ultimate satisfaction of the wearer.

#### HEARST PURCHASES ATLANTA "GEORGIAN"

The Atlanta *Georgian*, of Atlanta, Ga., has been purchased by W. R. Hearst, and on Monday, February 5, became a new link in the Hearst chain of newspapers. In announcing the transaction Monday's New York *American* said: "The *Georgian* is one of the most widely known dailies in the United States, and from its beginning has been famous for its independence and its successful fights for humanity. No changes are necessary in its character and habits to make it a member of the Hearst family of newspapers."

The paper was established by Fred Seeley about six years ago.

George A. Deutel, formerly advertising manager of the Washington, D. C., *Times*, and lately manager of the Indianapolis office of the A. E. McBee Company, has joined the staff of the New Orleans *Item*, New Orleans, La., as associate advertising director.



# The Boston Herald

has a daily circulation of 125,000. It is the one best Home Newspaper of greater Boston. It leads all the Boston newspapers in percentage of advertising gains as compared with a year ago. It carries all of the high-class and medium class store advertising. It leads all of the seven-day-a-week papers in financial advertising—by a wide margin.

Successive canvasses of 1,000 names taken consecutively from the automobile list show that it has over fifty-three per cent. of *all* Massachusetts automobile owners among its readers.

The Herald is the most profitable investment for any advertiser buying space in Boston—if he puts Value before Bulk.



# San Francisco—1913

By ELBERT HUBBARD

(Copyright, 1912, International News Service.)

**O**f course you think this is a typographical error and should have been "1915"—that is one on you.

What I mean is this: That the National Federation of Ad Clubs should meet in San Francisco in 1913.

Last year the convention was at Boston. Beyond cavil, the Boston convention was the biggest thing of its kind ever held in the world.

There were delegates from over three hundred cities in America, and also from across the sea.

The adcrafters know nothing about national or social lines of cleavage. They represent a straight democracy. No man who attended the Boston convention, even though he landed with a grouch, but was greatly benefited, inspired and uplifted by the spirit of brotherhood there manifest. We were all exposed—and we caught it, for good things are catching as well as bad.

Now, it is "On to Dallas!" The convention of 1912 is to meet in Texas, and Texas will give a welcome proportioned to the size of the State. Very few people know how big, how generous, how rich and how splendid Texas is.

Boston was an eye-opener to most of the delegates who went there with the idea that Beantown was coldly-cultured, and that her slogan was "Let's Not."

But in 1913 we must meet in San Francisco, not for the good of the Exposition, but for our own good.

In order to get the full benefits of the exposition, the Advertising Clubs of America must hold their national convention in San Francisco in 1913, and thus look the ground over.

It isn't enough to enjoy a thing—you must take a hand in making it. And no man really possesses anything that he doesn't help produce.

What we want to do is to render the biggest possible service to the entire world. The more we see and know of each other, the better able are we to take up lost motion and eliminate the economic slack.

San Francisco at any time is an exposition in herself. Her romantic position—the gateway to the Orient—her distinctly modern architecture, her health, her exuberance, her animation, her good cheer, her courage—are all things to which we should get next.

And say, in 1913 we will have San Francisco all to ourselves. They will just turn the keys over to us and look the other way. And think of the Jinkside going across in our special trains! The railroads will give us everything that Hepburn hasn't screwed to the floor.

The Exposition of 1915 is not a California affair. I was going to say it is a national affair, but it is more than that—it is a human affair, and therefore it is international and universal.

The fellow who does not take a pride in his country and advertise this wonderful lesson for the world that is to be taught in San Francisco in 1915 is not in the Ad Club class.

We want to help this exposition because we want to help the people of America—because we want to help ourselves. We are part and particle of each other. And in order that we may get a line on what San Francisco is doing and is going to do, it is necessary that the Ad Club boys should meet in San Francisco in 1913. We will then see the city before the rush of visitors begins.

The strong men who make up the managers of the exposition will then have time to greet us. We will listen to them and they will hearken to us. There will be time for good fellowship, time for sweet communion, time for earnest talks and heart to heart conferences—all of which will be impossible when the details of a great world's fair are upon us in 1915.

There are other towns which want the convention in 1913, but for the good of all they will give way—they are not graberinos. It is the greatest good to the greatest number!"

Just now it is "On to Dallas!" But from Dallas we hike across the plains for lusty, lovely, luscious, lissome San Francisco—1913!"

## HOW MANUFACTURERS MAY PLAY GODFATHERS TO DEALERS

SALAMANCA, N. Y., Jan. 27, 1912.

Editor of PRINTERS' INK:

That was good—the article by A. L. Gale, in your January 18 issue, on the feelings of Mr. Dealer when he sees the trade that he should have going to Chicago. I know it, because I have been there.

Yes, it does make the dealer feel mean, and it is not enjoyable when he sees the cash taking a journey to that magnet that is drawing the small town trade. The worst of it is that the country merchant is not qualified by up-to-the-minute ideas to fight the great M. O. houses. I tell you, it is as good as a nightmare to go over to the freight house and see that your customer has been ordering from the "Sawbuck" institution, and feel that there is no help for it. It is like dreaming of running away, and can't.

There never was a statement more true than that of the small dealer being deficient in the use of advertising. Yet, he has never looked into the principles of it. What can be expected? He gets his cement, his sulky plows, his—and what not, but can you find one country merchant out of a hundred that knows a thing about cement, for instance? Does he know how it is manufactured, and can he tell a customer why it is in the front rank? No. He simply contents himself in telling the people that read the town paper that he has just received a carload of cement, and is ready to fill all orders promptly.

Last summer there was a fellow who came into the store, and he looked out at a Syracuse sulky plow standing under the shed.

"How much do you ask for that plow?"

"So much."

"Well, I can send to M. & W. and get one just as good for less."

Then he went on and told about the plow that he could get at M. & G.'s. He knew more about that type than any one in the store. We had to keep still and "swallow."

Where is the fault? What is the use of a country merchant trying to sell such a thing when the M. O. house gets the man when the psychological conditions are in such a state that his mind is in a receptive mood, and tells him about the good qualities of the article; how it will save money, and lessen work, etc. By the time Mr. Farmer has read the description in the catalogue, he is "loaded for bear." He can go into the country store and give the merchant points about his business.

The time is past when the small dealer can sit in his chair and watch the customers come. "He is in for it" if he does not get out of the old rut. He must not content himself with the narrow view of life in "Our Town." This is a time of intense concentration. The country merchant is just beginning to wake up to the fact that he is being left behind. He is bewildered, as anyone is after a long sleep, and being

jarred into consciousness is not pleasant, especially when it is by seeing Jones send his M. O. to the M. O. house.

Ranting about the mail-order business puts the dealer in the hole worse than ever. Cussing simply will not stand against facts. The small dealer must get some of the cobwebs out of his brain, and study his business—his business includes advertising, and the people. He must look into every new line—and into the old ones that he may get "reasons why."

It is going to take a long time for Mr. Dealer to do this unless the manufacturer helps him. It would be a mighty hard problem for him to tackle alone. The manufacturer must start in and wake him up to the power that is within his grasp (advertising).

The quickest way for the thing to be cleared up is for the manufacturer to turn on the alarm of advertising knowledge. Science wins, and it is no wonder that Mr. Dealer is in the rear. He must have help, and that in a way to make him "sit up and take notice." How long would it take the scattered merchants to band together? You can see the answer for yourself. It would be a great thing, and it would take a great length of time to do it.

It is up to the manufacturer to help his weak brother out of the mire. When the producer and the distributor have taken hold of hands there will be greater efficiency in the selling scheme. Of course the small dealer is in a shell, but that can be drilled into with the argument of advertising (the right kind) helping to swell his profits.

It looks as though the manufacturer were somewhat behind in letting the M. O. house walk in and take his business away. What do you think of it?

J. H. SPRAGUE.

## CHANDLER WITH AMSTERDAM AGENCY

Cleveland A. Chandler has withdrawn from the H. B. Humphrey Company, of which he has been vice-president for several years, and has opened an office at 35 Congress street, Boston.

Mr. Chandler has acquired a substantial interest in the Amsterdam Advertising Agency, with offices in Boston and New York, and has been elected vice-president and a director. The Boston office will in reality be a New England advertising agency. The Amsterdam Agency was established by E. P. Ricker, of Hiram Ricker & Sons, of Poland Spring, and has been conducted by him and other New England men for nearly twenty years.

Associated with Mr. Chandler is Sylvester Baxter, who becomes the publicity director. Mr. Baxter's connections have been with the Boston Herald, Boston Daily Advertiser and New York Sun.

The management of the Amsterdam Advertising Agency will remain unchanged, George E. Barton, of Springfield, Mass., continuing as president and general manager. B. S. Robinson, of Portland, Me., remains as treasurer.

## HELPING SALESMEN TO HELP THEMSELVES

(Continued from page 12)

ner from the start, you have gained a great point. The well-groomed man has a distinct advantage. You never know how fastidious a prospect may be. Nine men out of ten will think better of you for having a clean shave, a clean collar, a fresh looking tie, a becoming hat, shoes well cared for, and your whole appearance clean and fresh. Even men who are not neat themselves usually appreciate neatness. They don't always know what makes a man appear well, but they see that he does, and they feel personally complimented by it. Bright eyes, clear skin and sound white teeth are always an attraction. These come from plenty of sleep, good digestion and soap. Men like to talk to a man who appears healthy, active and wide awake. His physical vitality affects their mind favorably toward him and his goods. They miss that satisfaction in talking to a man who looks jaded, heavy-eyed and sallow. Every man is not gifted with good taste or a fine complexion, but every man can at least be neat and wholesome. There is no excuse for any salesman wearing a shabby hat, soiled collar or frayed tie, or exhibiting black fingernails or unpolished shoes."

Another argument on this matter of appearance and conduct is given in the following statement of a 100-pointer:

"A salesman's ability to handle customers, to get their trade and retain it depends upon his power to think right and act right. If he is dull and stupid his powers of convincing or overcoming a customer's objections are lessened. It needs a clear mind to sell goods properly. It needs good health to be able to wait on customers and to do one's duty, and a man cannot have good health if he stays up late and dissipates in other ways. Without perfect health his mental equipment is weakened; he loses his grip, loses his power to

do things; and if he continues to injure his health he finally injures his prospects for success and eventually becomes the ordinary type of salesman, never advancing but always being a back number. If a man drinks too much he hurts himself. If he smokes too much he dulls his brain. So, if a man cannot smoke and drink in moderation he should stop doing either one. A bad breath has lost many a customer, whether that bad breath comes from tobacco, liquor, a bad stomach or teeth makes no difference.

### TO MAKE FRIENDS AND HOLD THEM

A salesman's ability to make friends and hold them is an asset of great value. It is his duty to cultivate those qualities which will make his customers so thoroughly well satisfied that their permanent business can be secured. It is not only the salesman's employer who will be benefited by his attention to these matters—he himself will reap the reward, because it will make him a better and more valuable salesman, thus greatly increasing his earning power.

An N. C. R. office manager noticed that many of the men loafed around the office the greater part of the day, so he brought them together in meeting and delivered the following pointed talk:

"One rut that many salesmen too often get into is the rut of detail work. It is a bad rut. If you spend most of your time in your office, you are doing yourself a great injustice. If you see every Tom, Dick and Harry who wants you to buy something, or do something, or see something—

"If you wait around the office for prospects to drop in—

"If you bother with any such details of your business you are in a rut.

"Get out of the rut at once. You need your energy, your knowledge, your ability to use in selling goods, not in attending to petty details. Save your energies for big work. Don't wait until tomorrow, or next week, or next month—*do it now.*

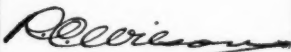
"Do what will pay you most—*sell goods.* Don't stay in your

# Scientific American

During 1911 the Scientific American carried 63,015 lines more advertising than in 1910—an increase of more than 50%.

## Why?

Because it is bigger, broader, better, and more vitally interesting to the business men and manufacturers than ever before in all its 68 years of existence.



*General Manager*

Munn & Co., Inc.,  
Publishers,  
361 Broadway, New York.

A. T. Sears, Jr.,  
Western Manager,  
People's Gas Bldg., Chicago, Ill.

office a minute longer than is necessary. Say to yourself, 'When that clock shows 9 I'm going out on the street, and I'm going to stay there until 5. I'm going to spend my time where the money is—among my prospects and customers.' Then you are out of the rut!"

Here is a most aggressive argument—one which usually helps when the situation becomes rather desperate:

"Do you know how I feel about this, Mr. Blank? I feel just as if you were standing here with a big hole in your pocket, and your money was falling out at every step. If you started to go out of this office in that way I would have to insist upon your having the hole sewed up before you started. I could not allow you to go until you had done this. Now I feel that I would be just exactly as much to blame if you were to go out of this office without ordering this register. I would feel as if it were my fault; that somehow I had failed to show you the matter in its true light. I feel that for your sake as well as mine I actually ought to insist on your ordering it now. Mr. Blank, I *must* sell you this register. I positively *MUST*.

"Mr. Blank, you say you will not come to a decision on this subject until to-morrow. Let me tell you what your answer will be. It will be 'NO.' If you cannot decide now, when the subject is fresh in your mind, and I am here to explain any point that is not clear to you, with the register before you, with the contrast between this system and the one you are now using plainly drawn in your mind, how can you expect to be better prepared to-morrow morning, when you will have forgotten many of the points I have made clear to you, and your mind has grown cold to the necessity of a step of this kind?"

### THEORY VS. PRACTICE

"How about the psychology of salesmanship?" I once asked an N. C. R. man, famous for his great aggressiveness. His reply is worth quoting. Here it is:

"A man to be successful must be himself. He must present a strong individuality of his own and everything he does must show that individuality, that personality. If he studies too much science and regulates his actions according to what he has studied he is apt to have a veneer about him which will prevent his true self from shining through. It doesn't take any especial amount of brilliancy to tell a young man what to do in order to succeed as a salesman; neither does it require any very brilliant exhibition of intellect on the part of the salesman to sell goods.

"The trouble is, too many persons surround the art of selling goods with a mysterious air. They make you believe that there is a certain something-or-other that you must acquire and they give you a long list of rules that you must follow, most of them not worth remembering. I do not say that all the advice that these theorists give is valueless, but I do say that they lay too much stress on the exactness of the science of salesmanship and less on the strong practical side of it. Such a training will not hurt a young man, if he has sense enough to use the good things in it and keep away from those things that are only theory, but it is only natural that young men, when they take hold of a course of instruction of that kind, take it for granted that the teachers know just what they are talking about. The result is that they try to assimilate everything that they read, not knowing that about seventy-five per cent of it is not worth the paper that it is printed on.

"A certain salesman was in the habit of writing into the home office telling them what fine prospects he had. He would tell them of a man who had definitely promised an order, say, next week. Another man had agreed to see him within a few days. A third had put him off with some excuse, but had told him that the next time the salesman called he would receive the order. And so it went on week after week and month after month, and the

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# Claim No. 1

Subject to Proof  
on demand

For twenty years  
the Christian Herald  
has "made good" on  
more traceable-result  
advertising than any  
other high-grade  
periodical.

*H. M. Reed*

*Advertising Manager.*

## Christian Herald

Circulation 300,000 Guaranteed

Chicago

NEW YORK

Boston

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# At Leisure

The kind of advertising or business manager for a daily that knows the publishers' viewpoint and has as wide an appreciation of the advertisers' requirements.

Active, resourceful, capable. Aggressive yet with a full regard for the prestige of the sheet.

Good address. Not a nomad. Qualified for business management. Excellent references. Address "General Manager," Printers' Ink, for details.

salesman sent in very few orders.

"The sales manager called this salesman into his office and said to him:

"Your whole trouble is that you have too many irons in the fire. That is the fault of a great many salesmen, especially young ones. You are endeavoring to cover too many prospects at one time. What I want you to do is to pick out about six of the most definite prospects that you have, concentrate on these men and keep away from the others until you have found out whether those six men will buy your goods or not."

"He talked to the salesman along these lines for quite a while, and the salesman went out to his territory and the second day secured a fine order, and from that the salesman's success was assured. The motto is 'Concentrate.'"

A salesman with a fine and regular record said: "It pays to practice patience. I have a peculiar example of this. I first started out with a man in the spring of 1900. The first time I called on him the store was so crowded with goods that I had to get under the counter to get back to have my talk. When I told him my name and business he turned around without a word and left me. I remained in the store a little while and talked to his son and tried in every way to make myself agreeable. About a week later I went back. This time the proprietor came out from behind the counter and told me in no uncertain terms that he did not want to buy my goods. I replied that I had merely stopped in to see how he was getting along and to make his acquaintance. Week after week I kept calling on him in a friendly way. Finally his chilly attitude began to be replaced by a warmer one, and at the end of about three months we had become quite friendly. One day when I was in his store he asked me a question about my goods. This was the opportunity I had been waiting for. I explained our goods to him and succeeded in taking his order for a



considerable amount. This man afterwards told me that he had been hounded by men who had tried to force him into buying goods. He said that it was friendship alone which had caused him to let me explain my goods to him. So that is why I believe it pays to make friends with prospects whether you sell them or not."

#### CONDENSED POINTS FOR AGENTS

We can close this article with the following points made by President Patterson in his talks to N. C. R. agents in London and Berlin:

Whenever your conscience says a thing is right, go ahead and do it, no matter what it costs.

Every time you meet with a loss, make it a stepping stone to something better.

An outdoor life and hard physical work give a man a constitution and carry him through many a business crisis. This is what made England great.

We keep ahead of date for several reasons. We want to encourage you to stay in this business, and devote your whole time to it. Put all your eggs in one basket, and watch that basket.

All the courage, determination, organization, optimism, loyalty and enthusiasm shown in connection with the coronation can be applied to the furtherance of our personal interests. This applies not only to our company, but to each individual member of it.

I learn from an eminent doctor in London, that leading universities will soon establish a degree for Domestic Economy and Health Course. They will teach more practical things in future in our universities and colleges.

All things that we have done in this business have come from necessity. We had to do them.

It isn't the clothes people wear that make them respected, but their brains, their honesty, their character.

All you want to do is to make up your mind you *will* do a thing, and you *can* do it.

It has been said that an Englishman never knows when he is whipped. He wins out because of his endurance, courage and determination.

There is a lot of good sense in this bit of advice:

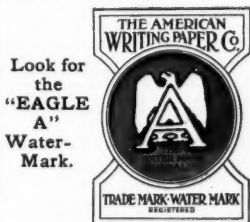
Never attempt to talk to a man who is not listening, who is writing a letter, or occupying himself in any other way while you are talking. Don't compel a man to listen to you by loud or fast talking. When a prospect shows a readiness to listen to you then give him your story quickly and in a nutshell. Don't make a long



## Standardize Your Stationery

What hundreds of other firms have done—You can do. If they are using a certain grade of Bond Paper for all House Letter-Heads, Invoices, Checks, Receipts, etc., and another grade for Records, Reports, Inter-House correspondence, etc.—so can You.

The plan is to have a Standard—and to hold to it.



Look for the "EAGLE A" Water-Mark.

It's A Good Habit.

To make it productive in the highest degree—Standardize it by Specifying

## COUPON BOND

(Fac-Simile Water-Mark)

### The DeLuxe Business Paper

Any Business Man who likes Good Stationery ought to send for our Portfolio of *Coupon Bond* Specimen Business Forms. Write for it today.

### AMERICAN WRITING PAPER COMPANY

31 Main Street Holyoke, Mass.

Ask your Printer or Lithographer to show you samples of "EAGLE A" PAPERS.

***Advertising, like an explosive, is more forcible when confined***

**CONCENTRATE  
IN THE**

# Local Daily Newspaper of New England

On your test campaigns—on your regular campaigns.

Boulder's advice to "Jones" is good enough to be given to all advertisers: "Either *spend enough* and *do enough* to make it *all* first grade work, or else *concentrate* on a single section or market until that has been put in good shape. THEN expand.

Concentrate in New England, if that is too much in a section of New England.

This is the ideal spot for concentration. Everything here is arranged to help and facilitate your plans. Your selling force will find here the point of least resistance.

Your test can be concentrated and with profit to you on these 10:

<i>Lynn, Mass., Item</i>	<i>Waterbury, Ct., Republican</i>
<i>Worcester, Mass., Gazette</i>	<i>New Haven, Ct., Register</i>
<i>Springfield, Mass., Union</i>	<i>Portland, Me., Express</i>
<i>Burlington, Vt., Free Press</i>	<i>New Bedford <sup>Standard</sup> and Mercury</i>
<i>Meriden, Ct., Record</i>	<i>Salem, Mass., News</i>

preamble. Don't waste a lot of words saying, "If you will only listen to me I will tell you this," or, "If you will free your mind from prejudice I will explain that," or, "If you will only give me your attention for a few moments I propose to tell you the other." Get to the point at once.

An instructor of salesmen says:

"Many salesmen use great quantities of words that mean nothing. Some will have an idea and will express it in terms that no one can understand. Some salesmen will actually prevent a man from buying even if he felt so inclined. It is a good plan for a new salesman, and even for an old one, to get outside of himself and listen to himself talk. Many a new man can find out just what is the matter with his style of selling if he will only get his wife or his sweetheart to sit down opposite him and then go ahead and sell his goods exactly as he would talk if he had a prospective purchaser in front of him. The thing to do is to get your listener to criticize you and to make valuable suggestions. One of the best salesmen sold himself probably a thousand of his machines before he ever went out and sold one to a prospect."

#### THE THIRD YEAR OF THE DES MOINES CAMPAIGN

Des Moines advertisements this year will make a special and definite appeal to manufacturers. This is the final year of the three-year publicity crusade mapped out by the Greater Des Moines committee. Members of the advertising committee announce that the specific aim of the 1912 campaign will be for definite results. All the ads of 1910 and 1911 were preliminary to what will come this year. Des Moines has been proclaimed to the people of the nation as the City of Certainities. Now the ads will seek definitely to locate factories there.

Wilbur D. Nesbit, of Chicago, is now preparing the copy for the ads this year. The campaign will continue to be handled by the Mahin Advertising Agency. The sum to be spent this year is \$10,000, as in the two preceding years.

G. H. Pearsall, for over two years advertising manager of the Lexington, Ky., *Herald*, has resigned to take a similar position with the Meridian, Miss., *Dispatch*.

## Most Results at Lowest Selling Cost

Because it has real, substantial circulation in and about Worcester, 90 per cent of its more than 19,000 circulation is concentrated in the shopping zone—The Evening

## GAZETTE

Worcester, Mass.

is known to be the great salesman of Worcester. It sells the goods at the lowest percentage of selling cost.

Have the Gazette

A member of your

Worcester Selling Force.

Largest Evening circulation, and a home circulation.

JULIUS MATHEWS, *Representative*.

## The Retail Trade In The South

is growing enormously along with the wonderful increase in the purchasing power of all classes in the South.

### The Progressive Retailer

is fostering that growth to a great extent by publishing an attractive, accurate and appropriate journal especially for the retail trade in the South.

### A High Grade Monthly

trade journal for retailers in the South was dreamed of but never conceived until the *Progressive Retailer* came in May, 1909. Now it carries the monthly message of many manufacturers and jobbers to the best retailers in the South. It will pay you to get in touch with us at once if you desire to get an early acquaintance with its subscribers.

#### Progressive Retailer Pub. Co.,

R. R. McDowell, *Managing Editor*,  
219 Rhodes Bldg., Atlanta, Ga.

T. H. Child, *New York*,  
1111 Flat Iron Bldg.

A. W. Rindout, *New England*,  
949 Old South Bldg., Boston.

## Will you accept this book for 10 days Free Inspection?

Over 100,000 answers to sales, advertising and business problems. The Mahin Advertising Data Book (12th edition) contains an authentic answer for practically every question of detail in the subject of advertising. It gives accurate and complete information about newspapers, periodicals and outdoor advertising; different styles and sizes of type; explains half-tones, zincs, electrotypes, etc. Practically indispensable to any advertiser, 556 pages printed on Bible paper and leather bound—slips easily into the vest pocket.

### \$3 value for \$2

If at the end of ten days you feel you cannot do without it, send us \$2 and we will send you the Mahin Messenger for one year—the subscription price of which is \$1—containing up-to-date advertising talk.

Use the Data Book for accurate reference—time-saving—conveniently indexed—nothing like it. **Ten days' free inspection.** Write for it today on your business letter-head.

### Mahin Advertising Company

841 American Trust Bldg. - Chicago

## Play Ball!



Every school boy throughout the entire country will soon be seized with the baseball fever. Teams will be organized and suits and outfits will be in great demand. Supply the demand by offering a complete baseball outfit as a premium. Our suits are essentially high quality and are used by the largest premium houses in the world. We also supply houses handling their own premiums. Further information upon request.

**MOSSBACHER & CO.**  
779 Broadway New York

## "TAILORING" A PRODUCT TO FIT ITS MARKET

HOW A BIG SELLING CAMPAIGN CAN  
BE HELD UP AND MUCH GROUND  
LOST BY FAILING TO TRY OUT THE  
GOODS—WHAT ADVERTISING IS DO-  
ING TO SET RED GUM WOOD RIGHT

By Frank T. Hill

A big leak that was costing all the manufacturers in a certain industry untold thousands of dollars was stopped by two very simple expedients. The first was that of *fitting the product for more profitable uses*. The second was in employing advertising to regain the confidence of the trade which previously had been sacrificed by the blunder of putting the product on the market *without having thoroughly tested it out*. These two things explain the foreshadowed success of the campaign to popularize red gum wood for furniture, carriages and house trim.

If in the beginning the manufacturers had exercised the same thoroughness that in the end they were only too glad to exercise, they would not have let millions of feet of the wood—wood as attractive in its way as Circassian walnut and far cheaper—go into boxing and other cheap uses. It is an experience which should be a lesson to manufacturers in all lines.

It was several years ago that a number of these lumber manufacturers, having "cut out" their lumber in other sections, turned to Arkansas, Tennessee, Mississippi and southern Missouri. The principal lumber in this section was red gum. It worked up into fine, wide boards. None of the manufacturers had had any experience with the wood, but they gave it only the ordinary attention and passed it along to the furniture and carriage makers. They, too, were impressed with the beauty of the grain and the cheapness of the price (less than a quarter of that of the other hard wood they were using), and proceeded equally on faith, without waiting for the wood to go through the dry kiln. Nobody in the whole industry

seems to have taken any pains to test the wood. Each one passed the responsibility on to some one else. And everybody was very much surprised to find that the red gum used in cabinets and carriage sides twisted out of shape as soon as it began to dry out and that checks opened right through the paint.

The manufacturers met the ensuing storm with bowed and discouraged heads. They did not look into the matter and see how much of the trouble was the fault of the wood and how much was

## End Drying Sap Gum



and just another reason why you should buy your gum of us. This sap gum had been on the racks for 4 months when this picture was taken. Do you see any sign of twisting?

All stock chemically treated, straight, dry, free from checks and stain and low in price compared with inferior stock. Plenty on hand for quick shipment from 1" to 2" in all grades.

**HAMILTON H. SALMON & CO.,**

*Pioneer Manufacturers*

82-88 Wall Street

NEW YORK CITY

### A "REASON-WHY" ARGUMENT IN TRADE PAPERS

the fault of something else. They took the unfitness of the wood for higher uses on *faith*, just as before they had plunged into the market on faith. They made no further effort to interest the furniture and carriage makers in the wood, but worked it up instead into box and other cheap stock.

In the course of time, however, a suspicion entered the minds of the lumber manufacturers as to whether they had acted with scientific, not to say common, sense in regard to the matter. They began to experiment. One of the concerns owning mills out in Arkansas is Hamilton H. Salmon & Co., of New York. One day Herbert E. Sumner, in charge of its selling campaign, took a trip out

# The Evening REGISTER

is by all odds the  
**LEADING Newspaper**  
of New Haven.

The Register leads in news, in advertising, in influence, in circulation, in selling power, and is

**Connecticut's Greatest  
Classified Ad Medium**

*JULIUS MATHEWS, Representative.*

**T**HE Chicago representative of the best known trade publication of its class can give part of his time to another first class publication. I have a first class office and equipment and can give high grade service to a good publication. Can refer to present publication and prominent advertisers in Chicago.

Address Producer, c/o  
Printers' Ink, 1100  
Boyce Bldg., Chicago.

The amount of direct-result advertising in the majority of the standard-sized magazines has fallen off more than 50% in the last four years. In

## PHYSICAL CULTURE

it has increased 100% in the same period. Direct-result advertising is an accurate barometer by which to gauge the pulling powers of any publication.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

## Quality Circulation Brings Returns

We have opened an office to conduct a business which, for lack of a better name, we will call "Advertising and Selling."

We construe our service to manufacturers rather more broadly than the ordinary "advertising agency."

Advertising is only a part of sales promotion.

We are ready to prepare a complete selling plan, including the necessary publicity to make it effective, and to execute all or any part of it which the manufacturer's existing organization is not prepared to handle properly.

We invite correspondence.

CHURCHILL-HALL  
50 UNION SQUARE, NEW YORK

to the mills and ended by spending three months there. When he came away he had learned how to season red gum.

But how to overcome the trade prejudice against the wood—that was the next big problem. It needed something more than personal salesmanship to do it, because when the salesmen took the story with them out on the road they were laughed out of the shops. Only here and there, to old and trusting friends, could they sell an occasional car lot.

Meantime other manufacturers

## RED GUM

There will be a big demand (bigger than ever) next Spring for RED GUM porch furniture.

ARE YOU "THERE WITH THE GOODS?"



GET READY

RED GUM is what the public wants. Will YOU supply it—or will somebody else? It's up to you.

Makers and dealers desiring to see samples of RED GUM, both rough and finished, or who wish under price of selected RED GUM, are invited to correspond with any of the following firms:

CORP. F. LORINGHAM HARRISON LUMBER CO.	ST. LOUIS, MO.
CORBIN LUMBER & MANUFACTURING CO.	INDIANAPOLIS, IND.
LEWIS LUMBER COMPANY	CHARLOTTE, N.C.
THOMAS LUMBER COMPANY	WILMINGTON, DE.
HUTCHINSON HARRISON LUMBER CO.	CAPE CHARLES, VA.
RAVENS LUMBER COMPANY	TORONTO, CANADA
ANDERSON-TULLY COMPANY	SEATTLE, WASH.

ONE COPY FEATURE OF THE CAMPAIGN

had been experimenting, and the secret of seasoning was soon public property.

In just the same way the other manufacturers went through the same experience with the trade and were forced to the same conclusion that something more than personal salesmanship was needed.

The advertising campaign began all along the line by inspiration and almost simultaneously. Practically all of the manufacturers went into the trade papers and some into the "class papers," and a very few into some of the general magazines.

Seven of the largest pooled their advertising appropriations and

took pages to exploit the wood: Charles F. Luehrmann Hardwood Lumber Company, of St. Louis; Carrier Lumber and Manufacturing Company, Sardis, Miss.; Lamb-Fish Lumber Company, Charleston, Miss.; Three States Lumber Company, Memphis; Himmelberger-Harrison Lumber Company, Cape Girardeau, Mo.; Baker Lumber Company, Turrell, Ark., and Anderson-Tully Company, Memphis, Tenn.

The campaign was not confined to the sales and advertising. A very energetic effort was made through the mails to keep red gum before the eyes of the trade. Every letter mailed out of the Salmon office, for instance, contained a "mail stuffer."

The campaign has already shown pronounced results, and red gum is now in the ascendant.

#### OMAHA AD CLUB ACTIVITIES

A. L. Gale, assistant manager of the Darlow Advertising Company, was elected president of the Omaha, Neb., Ad Club at its January meeting. The other officers elected follow: Z. D. Clerk, M.D., vice-president; O. T. Eastman, First National Bank, treasurer; Samuel Rees, Rees Printing Company, secretary, and A. I. Creigh, Creigh & Sons Company, recorder. The executive committee includes A. C. Scott, Scott Tent & Awning Company; P. P. Fodrea, Trade Exhibit Company; T. B. Coleman, Midland Paint & Glass Company; Dr. Z. D. Clark; George Bray, George Bray Company; O. E. McCune, Trade Exhibit Company; C. A. Alden, University of Omaha; R. H. Manley, Brandeis Stores, and Frank Bulta, Nebraska Telephone Company.

The club has taken a definite stand against the various forms of so-called fake advertising, and, in the future, every advertising medium that receives consideration at the hands of the Ad Club members will first have to be passed on by a committee of the club. A member of the club, in giving space to any medium, may demand a statement of approval granted by the club's committee, and is pledged to refuse his patronage if the solicitor has no credentials showing the approval of the club to such a medium.

The club is now publishing a "house organ" regularly. It is a monthly paper, and is known as the *Ad Club Standard*. Robert H. Manley is editor. The club voted that it would not contain paid advertising.

H. L. Selden & Co., Peoples' Gas Bldg., Chicago, have been appointed Western representatives for the New England Daily Newspaper list.

## MAINE'S Largest Daily Circulation

The Evening Express of Portland has the largest circulation of any daily paper in Maine. It now exceeds 19,000 gross.

This is more than 50 per cent larger than BOTH other Portland dailies combined.

## The Evening Express

Goes into nine out of every ten homes in Portland daily.

*JULIUS MATHEWS, Representative.*

## "Arts & Decoration

should be first on the list of every advertiser of fine furniture. I know, because I have used it."

A strong statement made by an advertising agent, former advertising manager of a concern using space in **ARTS & DECORATION**.

It is an equally successful medium for all advertising related to home building and decoration. The advertising rate is very fair.

### Arts & Decoration

Albro C. Gaylor, Adv. Mgr.  
16 East 42nd St., New York.

Henry W. Ulrich,  
440 So. Dearborn St., Chicago.

H. N. Morton,  
Old South Bldg., Boston



# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4310.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, February 8, 1912

**The La Follette View of Advertising** In various editorial articles during the past few years, PRINTERS' INK has hinted that advertisers and agents should be exceedingly circumspect in their dealings with publishers lest they incur the charge that they are attempting to influence editorial opinion. A dictatorial or an incautiously worded letter, even though written by a minor correspondence clerk, might be the means of launching an avalanche of abuse at an advertiser, were it to fall into the hands of some politician who is looking for ammunition to use against the big corporations.

It was not fully realized by those who listened to Senator La Follette at Philadelphia that he was upon the verge of a physical and nervous breakdown. Information that such was the case has served greatly to soften the resentment at his sweeping condemnation of the press as a receiver of bribes, and at the advertiser as a giver of bribes. Notwithstanding his mental in-

capacity at the moment, it is probably true that the Senator has long entertained sentiments somewhat akin to those expressed in his midnight speech. And there are undoubtedly others who believe, in all sincerity, that advertising patronage is being used as a muzzle on the press to restrain its utterances on important public questions. Undoubtedly isolated instances of the kind can be found, but because certain obscure publications may have bartered their convictions, it is, as Don Seitz said, foolish and wicked to charge venality of the press in general. It is also an absurd indictment of the business judgment of corporation heads that they could be hornswoggled into paying vast sums of money for so-called "editorial opinion," which in the case of the few venal publications is worthless, and which, in the case of the great majority of publications is never delivered.

No, the charge that advertising is "the subtle peril" to the independence of the press will not stand. The reason that the great corporations are advertising is because they want to increase their sales. At the same time, in view of the La Follette incident, it behooves anyone having to do with the placing of advertising, to exercise extra caution that there may be nothing said or done in the course of business transactions that would lend color to the charges. The heads of agencies and advertising concerns will do well to pass the caution on to their subordinates with whom rests the conduct of correspondence and the execution of orders.

PRINTERS' INK says:

*Any man, in order to believe in his proposition heart and soul, must know it thoroughly to its remotest corner.*

## The Jobber Losing His Grip

The natural result of trade-marking and advertising goods is to increase the manufacturer's hold on the consumer and on the



retailer. When the demand is felt and made known at the consumer end of the trade channel, it works its way back to the manufacturer more certainly and more directly. In other words, educating the consumer means that the retailer cannot be so independent of the manufacturer and that the jobber is made even less independent, for he lacks the real advantage that the retailer has—contact with the consumer.

Though not all advertising manufacturers have had, as their aim, the "eliminating of the jobber"—about which so much is said—it seems that changes are taking place that are alarming to the jobbing trade. Says the *Textile Manufacturers' Journal* in a recent issue:

Under the old regime of heavy future buying the jobber was an important and necessary factor. Now, however, conditions are changing and he is no longer willing to carry a stock. The majority of manufacturers, not being in a position to carry this additional burden, are naturally open to other propositions and methods. No matter in what light jobbers are wont to view the situation, the bald fact that business is undergoing an evolutionary change which ultimately aims at their extinction is indisputable. This is simply a broad statement of the case, and in no way implies that the jobber has ceased to be useful or that there is no longer any room for him. His opposition is a natural one, but will be of little consequence in actually stopping the new wave. It is the manufacturer's own business to sell his product at the greatest advantage to himself, and if the retailer can carry more or as much stock as the jobber, the latter has most decidedly found a new competitor, whether he likes it or not.

Retailers are commonly heard to complain that the new regime often compels them to buy much further ahead and in larger quantities than they formerly bought when they dealt largely with jobbers—and that such buying requires not only greater capital but much more foresight as to styles, business conditions, etc. Here, then, are some good-sized problems for progressive manufacturers to solve. If the jobber is to be gradually eliminated, means must be worked out to replace the service that the jobber gives the retailer.

But it is much to be doubted

that the day of the general elimination of the jobber is near at hand. His force of salesmen traveling frequently over well-acquainted territory brings to advertisers—particularly new advertisers—an aid that is well worth the small commission paid. Many a manufacturer is selling an article of which the average retailer buys so little that it would never pay to deal direct with the mass of retailers, for the manufacturer's salesman couldn't pay his expenses. The jobber, selling many different products, can afford to sell and ship small quantities of any of them. His men can get around often. He can determine credit and collect more easily.

It is well enough for the advertiser to figure out ways of getting away from the dictatorial grip of the jobber, but it is advisable to think twice before deciding that the jobber is a useless link in the distribution chain.

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PRINTERS' INK says:

*Wooring the Muse for inspiration isn't one-two-three with getting out and digging after the facts.*

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**Cost of Living** Chain stores may not have had their origin in the increase of the cost of living but they have unquestionably profited by the conditions.

Everything that has been done along this line in the last ten years is only the preparation for bigger things. The United Cigar Stores have grown to some 1,200 in number and the Woolworth Stores to 600. The Atlantic & Pacific Tea Company have stores all over the country. There are many chains of grocery stores and drug stores. Grocers are combining in various places. The need for better methods of organization and more economies is driving the little fellows either together, or else into the hospitable arms of the stronger.

Then chain stores, besides being a development of interest on their

own account, may perhaps be the heralds of co-operative store movement. It will doubtless surprise most American business men to know that the British co-operative stores are said to be owned and patronized by the heads of 250,000 families. The German co-operative stores serve 1,000,000 families. The Belgian co-operative stores are run in the interest of 200,000 consumers. Practically every country of Europe, as well as India and Japan in Asia, has its system of co-operative stores. There are said to be throughout the world some 50,000,000 consumers in this co-operative store movement, organized, that is to say, as *buyers*.

There are a few co-operative stores in the United States, chiefly in the Middle West. The soil of America has not heretofore been hospitable to such undertakings. Our people have been independent and individualistic on account of the superior economic advantages they have enjoyed. The question is whether these conditions have so altered as to favor the extension of the system.

The most important of the new co-operative undertakings is the ambitious project being developed in Philadelphia to capitalize the buying power of a large number of consumers and organize a "gigantic" stock company to operate chains of stores and factories in the interest of the members. This will not sound very serious to the average business man, but it indicates the way the wind is blowing.

There appears to be no real reason why the movement should not get a foothold at length in America as well as abroad. The success of the chain stores has demonstrated that definite plans and principles can do what, in the previous era of hit-or-miss methods, could only be performed by business genius.

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PRINTERS' INK says:

*The information about your product which gives you the strength of conviction is not lying around loose. It has got to be dug for.*

### **Need for Text-Book on Business Building**

A young advertising man much interested in those principles of political economy that apply to modern merchandising practice recently wrote to the dean of the commercial department of a prominent university, asking for a list of books that would give a broader point of view.

To the astonishment of the inquirer the dean replied that he believed there were no books that would give the information desired on costs of marketing; the relations of manufacturer, commission man, jobber, retailer, consumer; distribution; increased spending ability of consumers; cost of living, and allied subjects. There were he said, books containing some of this information, but it was presented in such a theoretical way that practical application was difficult, and he then added that he had been endeavoring for some time to secure some one to write a comprehensive, practical work on the science of business building.

When so much is written on the tariff, the money system, transportation and other such subjects, it seems that some able writers could well afford to turn their attention to the great, interesting and important business of the marketing of manufactured products—of modern sales science. It ought not to be left to the rising youth to dig his lessons entirely out of commercial battles. There are a few great sales organizations in the United States whose experiences alone would afford sufficient material for a practical text-book on business building.

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### **A FRAUDULENT ADVERTISING BILL**

R. Winston Harvey, president of the Ad Men's Club of Lynchburg, Va., spoke last week at Richmond before the Senate committee on general laws, in behalf of the bill against fraudulent advertising which has been presented by Senator Featherston. Newspaper reports state that the Senate committee was unanimously in favor of the bill, and that it will go to the House in a few days.

The man behind the newsstand in the Pennsylvania station at Washington in response to our inquiry last week said, "*LIFE is fast becoming my biggest seller—has increased 100% in six months.*"

If you wish to feel LIFE'S pulse, ask the man behind the news-stand—anywhere.

### COLLIER BUYS NAST'S INTEREST IN THE "HOUSEKEEPER"

Robert J. Collier, publisher of *Collier's Weekly*, has purchased the interest of Conde Nast in the *Housekeeper*, a woman's magazine, which has been published by them jointly, under the firm name of Collier & Nast, Incorporated. Beginning with the March issue, the *Housekeeper* will be published by P. F. Collier & Son, Incorporated, from the Collier plant.

P. F. Collier & Son will be known hereafter as P. F. Collier & Son, Incorporated. The business was founded over thirty years ago, and is one of the great publishing concerns of the world. Since 1898 the business has been conducted as a partnership between father and son. Upon the death of P. F. Collier, in 1909, Robert J. Collier succeeded his father as sole owner of the business. The officers of the new Collier corporation are: President, Robert J. Collier; vice-president, Franklin Coe; treasurer, John F. Oltrogge; comptroller, John H. Guy; secretary, Charles E. Miner. Directors (in addition to the above-named): Norman Hapgood, Mark Sullivan, George J. Kennedy, Elmore C. Patterson, Frank H. Rice, Francis P. Garvan. With the exception of Mr. Garvan, attorney for the company, all of the officers have been associated with the business for several years in positions of responsibility.

Between 1879 and 1909, P. F. Collier, who started business almost without capital, had manufactured and sold fifty-two million books, the revenue from which was eighty million dollars. These were cheap, but they were good books, Dickens, Cooper, Scott and Shakespeare, encyclopedias, histories, and other strictly standard publications which were sold by subscription in every corner of the country. Some of the statistics of circulation of these publications are astounding figures: Dickens' works, 5,720,000 volumes; Cooper's, 1,592,000; Scott's, 992,500; Shakespeare's, 732,000; Thackeray, 616,000; of history, 9,174,000 volumes were sold, including Prescott's histories of Mexico and Peru, Gibbon's "Decline and Fall of the Roman Empire," and Morley's "Rise of the Dutch Republic."

The organization perfected by P. F. Collier is made up of thirty-two branch offices in the chief cities, which in turn operate over one hundred sub-branches. Each branch has its manager, salesmen, deliverers, collectors and clerical force. In recent years the branch organization pay roll alone has amounted to nearly \$2,000,000 annually. *Collier's Weekly* was started by P. F. Collier in 1888 as *Once-a-Week*. When Robert J. Collier became publisher, in 1898, soon after leaving college, the name was changed to *Collier's Weekly*.

The *Housekeeper*, the new Collier acquisition, is one of the oldest woman's magazines in the United States. It was established in Minneapolis, in 1877, and has grown from a little eight-page folder, designed originally to promote a cook-book, into a magazine of the standard flat publication size, with a circulation of 400,000 and an advertising revenue of over \$200,000 a year.

Mr. Nast is retiring from the *Housekeeper* solely to devote his time to the increasing demands of his other publication interests. He is widely known in the publishing world as the publisher of *Vogue*, one of the publishers of *House and Garden* and *Travel*, vice-president of The Home Pattern Company and the United Publishers Company.

### J. J. HILL AS A COPY WRITER

James J. Hill has long been known among newspaper men of New York and the West as one of the best press agents any road has. The Great Northern has received columns of publicity through the ingenious manœuvrings of the chairman of the board of directors. It is only lately, however, that he has developed as a copy writer for one of the biggest advertising ventures of the Northwest.

Mr. Hill appears as the author of a booklet, "What Is the Northwest Development League?" issued in large quantities by the officers of that organization in St. Paul. The Development League was organized to boost the seven Northwestern States and with the Great Northern road was behind the spectacular trip of the governors through the East in December. The league will undertake to increase the population of the Northwest as fast as possible and the booklet by the Great Northern official will be part of the literature in this campaign.

In connection with the affairs of the road, Mr. Hill and his son, Louis W. Hill, president of the Great Northern up to recent months, have been the only officials of the road who dared see their names in print in connection with anything regarding the road. J. J. Hill knows his ability as a press agent, moreover, and more than once has used the desire of the papers to publish his views as a means of affecting the stock market. At least what he has said has affected the stock market, and he said it at such a time that the news would get to New York in time to accomplish this result.

In the booklet he has written he urges the union of immigration activities of the seven states of the Development League into one immigration bureau. This will mean greater efficiency and less duplication, according to the railway builder. He also presents figures showing the marvelous growth in population and wealth of this section in the past ten years.

### UNPREMEDITATED TESTIMONY

A reporter for a New York newspaper covering the auto show at Grand Central Palace interviewed W. M. Botto, vice-president of the Regal Automobile Company. He delivered a story according to specifications but in referring to Mr. Botto, he described him as vice president of the Regal Shoe Company, and thus it was printed. Yet that very reporter is perhaps of the class who stoutly maintain that "they never read advertising."

If there were a locality where everyone was well-to-do, where everyone knew and appreciated the best, where everyone had the ability and disposition to buy, there you would establish your best selling force because there would be

## NO WASTE SALES EFFORT

There are gathered together a goodly number of just such people as readers of

# HARPER'S MAGAZINE

Then why not let your printed salesman dwell with them constantly in the advertising pages of Harper's Magazine?

If three pages are used within twelve months, the cost per page will be \$225.00 less five per cent, \$213.75 net, if paid within ten days from date of bill.

# Growing Results for General Advertisers

**Cultural Directions**—Plant in the carefully prepared and well fertilized soil of THE GARDEN MAGAZINE well chosen, suitably illustrated and attractively displayed copy of advertisements of goods appealing to home owners; cultivate the replies that will surely sprout with interesting follow-up matter—and reap the harvest. These directions, if carefully followed, will surely bring results, we believe, and our confidence is based on the success attained by others.

## The Garden Magazine

is a grown up publication with the adult dress of colored covers. It is a class publication—yes, and it does its job so well that it has won the confidence and gained great influence with its readers.

You can buy the influence of THE GARDEN MAGAZINE for \$2.33 per magazine page per thousand, and I doubt very much if a letter of introduction to the homes it enters would have a greater effect. The Garden Magazine is a *Three Dimension* Circulation publication.

**Are you tired of winter?** If so, you can realize how eager the readers of The Garden Magazine are to catch the spirit of Spring in the three next issues; March, April and May.

“As ye sow, so shall ye reap.”

Sow an advertisement in March or April Garden—the harvest will soon ripen.

The Garden Magazine  
“Little Brother of the Rich”  
Country Life in America  
and  
The World's Work

**DOUBLEDAY, PAGE & CO.**

GARDEN CITY and NEW YORK

Boston

Cleveland

Chicago

# ADVERTISING IN THE LEADING MONTHLY MAGAZINES F. & FEBRUARY

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Cosmopolitan.....	174	39,162
Sunset.....	156	36,112
Review of Reviews.....	127	28,448
Everybody's.....	122	27,343
World's Work.....	102	22,932
McClure's.....	97	21,875
Munsey's.....	83	18,760
American.....	81	18,283
Harper's Monthly.....	69	15,456
Scribner's.....	67	15,064
Century.....	63	14,112
Uncle Remus's (cols.).....	73	13,902
Red Book.....	56	12,544
Current Literature.....	54	12,096
Popular.....	42	9,548
Lippincott's.....	41	9,184
Argosy.....	38	8,512
Ainslee's.....	37	8,288
Pearson's.....	33	7,623
Metropolitan (cols.).....	41	7,096
Atlantic.....	31	6,944
All Story.....	30	6,720
Wide World.....	29	6,582
American Boy (cols.).....	31	6,242
Smart Set.....	27	6,104
Strand.....	25	5,712
Boys' Magazine (cols.).....	31	5,689
Blue Book.....	24	5,376
World To-Day.....	23	5,370
St. Nicholas.....	19	4,256
Smith's.....	16	3,696

\*2 issues.

## VOLUME OF ADVERTISING IN LEADING WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

*Vogue (cols.).....	312	49,771
Ladies' Home Journal (cols.)..	182	30,581
Woman's Home Comp'n (cols.)..	130	26,009
Good Housekeeping Magazine..	99	22,176
Delineator (cols.).....	99	19,966
Pictorial Review (cols.).....	95	19,075
Designer (cols.).....	90	18,161
New Idea Woman's Mag. (cols.)	90	18,135
Modern Priscilla (cols.).....	95	16,043
Ladies' World (cols.).....	70	14,110
McCall's (cols.).....	97	13,998
Housekeeper (cols.).....	64	12,870
Woman's World (cols.).....	68	11,991
Mother's Magazine (cols.).....	88	11,937
People's Home Journal (cols.)..	57	11,586
Peoples Popular Monthly.....	56	10,827
Housewife (cols.).....	50	10,021
*To-Day's Magazine (cols.).....	68	8,217
Harper's Bazar (cols.).....	24	4,967

\*2 issues.

## VOLUME OF ADVERTISING IN LEADING MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

(Exclusive of Publishers' own advertising)

Motor (cols.).....	589	99,036
*Country Life in America (cols.)	301	50,604
Motor Boating (cols.).....	215	36,162
System.....	142	31,836
Popular Mechanics.....	121	27,104
Architectural Record.....	116	26,096
Suburban Life (cols.).....	108	18,445
Garden (cols.).....	107	15,029
House Beautiful (cols.).....	100	14,058
House & Garden (cols.).....	88	12,400
Popular Electricity.....	54	12,096
Business.....	51	11,424
International Studio (cols.)....	81	11,340
Arts & Decoration (cols.).....	64	8,960
Outing.....	38	8,708
Technical World.....	38	8,512
Theatre.....	49	8,232
Am. Homes and Gardens (cols.)	46	7,360
Craftsman.....	34	7,198

# LIPPINCOTT'S MONTHLY MAGAZINE

## Is a cheerful man the best customer?

Entertaining and light-hearted, just as the best conversation around a dinner-table—that's the LIPPINCOTT idea, 44 years old.

Cheer is the one word which more nearly covers it than any other, and it's a rattling good word to keep on hand. It makes friends, makes good business and helps to retain both.

Don't you find it much easier to do business with the cheerful, light-hearted sort? That's the LIPPINCOTT idea—44 years old.

The February issue shows a gain of 17 pages over corresponding month of last year.

## Lippincott's Magazine

PHILADELPHIA, PA.

NEW YORK—1111 Flatiron Bldg.  
CHICAGO—648 First National Bank Bldg.  
BOSTON—24 Milk Street  
DETROIT—1329 Majestic Bldg.

# LIPPINCOTT'S MONTHLY MAGAZINE



	Pages	Agate Lines	January 29-31:	Cols.	Agate Lines
Recreation (cols.).....	40	6,744	Christian Herald.....	19	3,371
Field & Stream.....	29	6,608			
Outer's Book.....	28	6,272			
Outdoor Life.....	26	5,936			
Travel (cols.).....	36	5,040			
Extension Magazine (cols.)....	29	4,640			
*2 issues					

#### VOLUME OF ADVERTISING IN LEADING CANADIAN MAGAZINES

(Exclusive of Publishers' own advertising)

MacLean's.....	115	25,760
Canadian Magazine.....	106	23,744
Canadian Home Journal (cols.)	95	19,580

#### VOLUME OF ADVERTISING IN LEADING WEEKLIES IN JANUARY

(Exclusive of Publishers' own advertising)

##### January 1-7:

Collier's.....	170	34,307
Life.....	148	20,846
Scientific American.....	88	17,742
Saturday Evening Post.....	101	17,255
Literary Digest.....	81	11,399
Harper's Weekly.....	54	10,676
Town and Country.....	63	10,660
Independent (pages).....	35	7,840
Leslie's Weekly.....	23	4,762
Christian Herald.....	25	4,250
Associated Sunday Magazines.	22	4,070
Youth's Companion.....	17	3,550
Churchman.....	21	3,481
Outlook (pages).....	15	3,414
Illustrated Sunday Magazine..	12	2,300

##### January 8-14:

Saturday Evening Post.....	114	19,380
Town and Country.....	63	15,160
Literary Digest.....	69	9,746
Collier's.....	54	9,818
Leslie's Weekly.....	40	8,049
Associated Sunday Magazines.	22	4,110
Life.....	27	3,797
Christian Herald.....	21	3,682
Outlook (pages).....	16	3,640
Churchman.....	17	2,777
Illustrated Sunday Magazine..	15	2,776
Youth's Companion.....	13	2,762
Independent (pages).....	12	2,688
Scientific American.....	9	1,995
Harper's Weekly.....	7	1,489

##### January 15-21:

Saturday Evening Post.....	101	17,170
Literary Digest.....	61	8,652
Collier's.....	50	8,600
Life.....	45	6,206
Town and Country.....	38	6,000
Leslie's Weekly.....	26	5,344
Outlook (pages).....	23	5, 92
Associated Sunday Magazines.	24	4,565
Independent (pages).....	17	3,808
Christian Herald.....	21	3,604
Scientific American.....	17	3,496
Churchman.....	20	3,230
Harper's Weekly.....	12	2,448
Youth's Companion.....	12	2,438
Illustrated Sunday Magazine..	12	2,300

##### January 22-28:

Outlook (pages).....	83	18,674
Saturday Evening Post.....	105	17,850
Literary Digest.....	72	12,167
Collier's.....	41	8,766
Town and Country.....	44	7,500
Leslie's Weekly.....	33	6,673
Life.....	43	6,054
Christian Herald.....	32	5,482
Harper's Weekly.....	22	4,370
Associated Sunday Magazines.	21	3,885
Scientific American.....	19	3,830
Independent (pages).....	17	3,808
Youth's Companion.....	16	3,296
Churchman.....	15	2,466
Illustrated Sunday Magazine..	11	2,160

#### Totals for January:

Saturday Evening Post.....	71,655
Collier's.....	60,991
Literary Digest.....	41,964
Town and Country.....	39,320
Life.....	36,908
Outlook.....	31,620
Scientific American.....	27,063
Leslie's Weekly.....	24,628
*Christian Herald.....	20,295
Harper's Weekly.....	18,983
Independent.....	18,144
Associated Sunday Magazines	16,630
Youth's Companion.....	12,048
Churchman.....	11,963
Illustrated Sunday Magazine..	9,625
*5 issues.	

#### RECAPITULATION OF LEADERS IN MONTHLY CLASSIFICATIONS

1. Motor (cols.).....	589	99,036
*2. Country Life in America (cols)	301	50,604
*3. Vogue (cols.).....	312	48,771
4. Cosmopolitan.....	174	39,162
5. Motor Boating (cols.).....	156	39,112
6. Sunset.....	166	
7. System.....	142	31,636
8. Ladies' Home Journal (cols.)..	152	30,681
9. Review of Reviews.....	127	28,448
10. Everybody's.....	122	27,343
11. Popular Mechanics.....	121	27,104
12. Architectural Record.....	116	26,096
13. Woman's Home Com. (cols.)..	130	26,009
14. MacLean's.....	115	25,760
15. Canadian Magazine.....	106	23,744
16. World's Work.....	102	22,932
17. Good Housekeeping Magazine	99	22,176
18. McClure's.....	97	21,875
19. Delineator (cols.).....	99	19,966
20. Pictorial Review (cols.).....	95	19,075
21. Munsey's.....	83	18,760
22. Suburban Life (cols.).....	104	18,446
23. American.....	81	18,283
24. Designer (cols.).....	90	18,161
25. New Idea Women's Mag. (cols.)	90	18,135
*2 issues.		

#### A MUCH-NEEDED INVESTIGATION

##### Editor of PRINTERS' INK:

There never has been a thorough investigation into the relation of wages, salaries and earnings to the increase in the cost of living. Neither has there been an investigation into the price of the producer, the wholesaler or jobber, the retailer and the consumer of any certain commodity at a definite time. Information is also wanting on the cost of production as compared with the cost of distribution and sale of commodities, and on the price of farm products at the farm, at wholesale trade centers and to the consumer.

The Bureau of Labor is now engaged in an investigation into the matter of the cost of living. The figures will cover retail prices and wholesale prices as well. This investigation will be extensive and representative of all sections of the country. The Bureau will not attempt to explain the figures it gathers, but will simply prepare the data and allow the statesmen and economists to draw their own conclusions.

FREDERIC J. HASKIN.



# "In a class by itself"

## America's Greatest Magazine.

When a magazine outclasses all competitors, it goes into a class by itself.

When an advertiser limits his advertising in standard magazines to the *Cosmopolitan*, he explains:

"Cosmopolitan is in a class by itself.

—it has the largest circulation.

—it carries the largest volume of advertising.

—and it is giving the greatest service to advertisers

—at the lowest cost of any magazine."

Take it from any angle you please—circulation, wide-spread distribution, readability, or rate—all or one—***Cosmopolitan* is in a class by itself.**

Mr. Advertiser—nearly all of

him—is wise to the situation.

No matter what his list may be. No matter what his line may be: if he wishes to reach the people—intelligent people with money to spend on the luxuries, as well as the necessities, of life—he must use *Cosmopolitan*. ***Cosmopolitan is in a class by itself.***

It not only reaches them, but grips them. Folks actually steal *Cosmopolitan* when the edition is sold out! A condition which exists each month a few days after publication.

That's why you rarely find it on the newsstands.

Even at that, our newsstand sales are just about double those of any standard magazine, and our subscription list is in the same ratio.

And the newsstand sales, and the subscription list, are growing steadily each month.

# COSMOPOLITAN

Price \$600 a Page Pro rata

Forms Close February 15th.

Chicago Office: Marquette Bldg.

381 Fourth Ave., New York City

# "PRINTERS' INK'S" FOUR-YEAR RECORD OF FEBRUARY ADVERTISING

	1912	1911	1910	1909	TOTALS
Everybody's .....	27,343	29,048	31,304	30,842	118,537
Review of Reviews.....	28,448	30,968	29,066	25,808	114,290
Cosmopolitan .....	39,162	26,096	20,958	23,305	109,516
Sunset .....	35,112	24,304	22,932	21,140	103,488
McClure's .....	21,875	24,904	23,744	26,902	97,425
American .....	18,283	25,144	26,656	21,668	91,751
World's Work.....	22,932	21,530	22,092	24,191	90,745
Munsey's .....	18,760	19,604	24,080	25,536	87,980
Scribner's .....	15,064	19,264	23,611	17,360	75,299
Harper's Monthly.....	15,456	14,372	17,248	18,438	64,514
Century .....	14,112	15,736	17,472	17,158	64,478
Red Book.....	12,544	10,752	11,648	12,544	47,488
Current Literature.....	12,096	13,916	10,668	9,632	46,312
Argosy .....	8,512	10,092	11,722	9,051	39,378
Pearson's .....	7,523	10,304	11,872	8,736	38,435
Ainslee's .....	8,288	8,008	8,960	8,862	34,118
World To-Day.....	5,870	7,056	10,528	8,272	31,226
All Story.....	6,720	7,586	7,952	6,236	27,494
Metropolitan .....	7,036	6,944	4,480	8,288	26,748
Lippincott's .....	9,184	5,613	5,491	4,512	24,800
American Boy.....	6,242	6,660	5,712	5,628	24,242
Strand .....	5,712	5,194	5,040	5,376	21,322
Blue Book.....	5,376	4,480	4,480	4,480	18,816
St. Nicholas.....	4,256	3,736	3,864	2,360	14,216

## WOMEN'S MAGAZINES

*Vogue .....	48,771	55,146	45,122	43,111	192,150
Ladies' Home Journal.....	30,581	33,000	29,400	23,800	116,781
Woman's Home Companion.....	26,009	25,800	25,600	25,545	102,954
Good Housekeeping Magazine.....	22,176	21,656	21,628	18,813	84,283
Delicador .....	19,966	17,760	18,530	13,020	69,276
Modern Priscilla.....	16,043	18,784	14,994	15,176	64,997
Designer .....	18,161	15,600	16,800	13,400	63,961
New Idea Woman's Mag. ....	18,135	15,400	16,760	13,358	63,653
Pictorial Review.....	19,075	15,237	15,640	13,376	62,828
Ladies' World .....	14,110	15,400	15,067	12,467	57,044
Housekeeper .....	12,870	13,600	13,684	11,390	51,544
Harper's Bazar.....	4,957	8,750	13,280	10,388	37,375

## MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING

Motor .....	99,036	104,496	78,288	54,432	336,252
*Country Life in America.....	50,604	40,482	34,344	28,280	153,710
System .....	31,836	27,370	30,478	30,352	120,036
Suburban Life.....	18,445	16,150	17,890	10,904	63,389
Garden .....	15,029	14,771	16,029	12,376	58,205
House Beautiful.....	14,058	12,235	11,118	8,298	45,699
International Studio .....	11,340	10,304	13,790	10,605	42,039
Outing .....	8,708	9,184	10,336	12,211	40,439
Technical World .....	8,512	9,157	10,700	10,122	38,491
House and Garden.....	12,400	12,180	7,800	5,432	37,812
Theatre .....	8,233	8,919	9,551	9,804	36,506
Field and Stream.....	6,608	9,128	9,408	8,582	33,726
American Homes and Gardens..	7,960	5,780	6,823	7,206	27,769
Recreation .....	6,744	6,612	6,192	4,343	23,891

## JANUARY WEEKLIES

Saturday Evening Post.....	71,655	58,420	65,110	41,222	236,407
Collier's .....	60,991	51,755	46,734	30,346	189,826
Literary Digest.....	41,964	37,400	36,753	28,760	144,877
Outlook .....	31,020	34,024	34,265	30,084	129,393
Life .....	36,903	34,680	30,944	21,203	123,735
	1,148,305	1,110,392	1,084,643	923,231	4,266,571

\*2 issues.

In making comparisons, proper allowance should be made for those weeklies which in some months have five issues to the month, and in other years only four issues to the month.

# The ROBINS

won't be around the East Country for two weeks and a half, but it's always "Robin Weather" in California and the Pacific Coast States where 875,000 readers of

## SUNSET— The Pacific Monthly

keep right on living enthusiastically, and buying energetically, *all the year round.*

Here is an almost virgin field for advertisers who can realize the wonderful wealth of this great *real west country.*

Your business demands being placed before Pacific Coast people—if you are *dealing in futures!*

**The January number of "Sunset—The Pacific Monthly" was FIRST among ALL magazines in amount of advertising. It printed 148 pages—all paid for in hard cash by manufacturers who know "The market beyond the Rockies."**

Page rate \$200.00 based on a *guaranteed* monthly edition of 175,000 copies.

Just address like this:

### "Sunset—The Pacific Monthly"

Wm. Woodhead, Business Mgr., San Francisco

OR THE EASTERN OFFICES:

Chicago—73 West Jackson Blvd., L. L. McCormick, Mgr.

14 West Washington St., S. C. Ralston, Rep.

New York—37 West 28th St., W. A. Wilson, Mgr.



## The Little Schoolmaster's Classroom

A current magazine story tells how a young sales promoter kept himself constantly supplied with business-building ideas by carrying a notebook and jotting down everything that might prove useful. The story was taken from real life; the young man worked just as described. The Schoolmaster knows advertising men who find this handy-notebook plan of great usefulness. In the morning, on the car; at the lunch hour; when reading over the daily paper; when chatting with an acquaintance, and at other times, ideas will flit across the lens of the mental camera. Unless snapped, they are more than likely to be lost, and lost ideas are never developed. There is nothing to beat the notebooks that have removable pads with the leaves perforated, so that as fast as memoranda are transferred to a permanent card or envelope file, the leaves can be torn off; by this plan, the fresh leaf—the memo of the day—is always on top where you can't lose it. If you acquire this notebook habit it is astonishing to see how much good stuff can be collected without any tax on the memory.

A copy writer with this notebook habit was talking with a men's furnishing buyer. "The B—— collar is absolutely the best-made two-for-a-quarter collar on the market," said the buyer; "if you take a microscope and examine the mesh of the cloth, the sewing, and the folds of the collar, you will see." "Aha!" said the writer, and out came the ever-ready notebook to jot down a memo for using an illustration showing the enlarged mesh, the perfect stitching and the fold that isn't cracked, under the microscope.

\* \* \*

The Schoolmaster has learned of various co-operative efforts made by publishers, but it seems to him

that the plan set forth by the Philadelphia *North American* comes near to taking the cake and fills a long-felt want. It is frequently no easy job to get local distribution for a new product. The newspaper men know the local situation and are in a position to be of great aid. Of course a newspaper that undertakes and can carry out a service of this sort will get a great deal of business that would probably not otherwise come to it, but the extra business is deserved. The promotion department blank here reproduced indicates the service that the *North American* undertakes to perform.

### PROMOTION DEPARTMENT THE NORTH AMERICAN PHILADELPHIA Outline of SALES and ADVERTISING Plan

Name of firm \_\_\_\_\_ Address \_\_\_\_\_  
 Products \_\_\_\_\_  
 Products to be advertised \_\_\_\_\_  
 Do you want a wholesale distributor for your goods? \_\_\_\_\_ Or all jobs? \_\_\_\_\_  
 Do you want an exclusive dealer? \_\_\_\_\_ Or several of the leading dealers? \_\_\_\_\_  
 Will dealers name be advertised? \_\_\_\_\_  
 Will you guarantee sale of goods \_\_\_\_\_  
 Will you consign goods, if necessary? \_\_\_\_\_  
 Give price to wholesaler \_\_\_\_\_ Discount \_\_\_\_\_  
 Give price to retailer \_\_\_\_\_ Discount \_\_\_\_\_  
 Are your goods now being sold in Philadelphia? \_\_\_\_\_  
 Do you have a local representative in Philadelphia? \_\_\_\_\_  
 His name \_\_\_\_\_ Address \_\_\_\_\_  
 How much advertising will be done in Philadelphia? \_\_\_\_\_  
 How many pages will be used? \_\_\_\_\_  
 What sized type? \_\_\_\_\_ How many times a week? \_\_\_\_\_  
 Is advertising placed direct \_\_\_\_\_ or through what agency \_\_\_\_\_  
 If Food or Drug product, does it comply with the Pure Food and Drugs law? \_\_\_\_\_  
 Please send sample of the products to be advertised (same will be returned, if desired) and proof sheets of ads.

NOTE—The above information is to give us an intelligent idea of your perspective and will be held strictly confidential. Any further information or suggestions will come readily to us through the circulation for your benefit.

#### HOW ONE PAPER HELPS THE ADVERTISER TO GET DISTRIBUTION

Some one wants to know what the Schoolmaster thinks of the practice of various well-known advertisers of carrying their names at the top of advertisements instead of at the bottom. Whether that position is best seems to depend on circumstances. The objection, of course, to having the signature at the top is that it interferes with making a top display of some attention-attracting head-

line on which many advertisements must depend largely for a reading. If, however, an advertiser's name has become so strong in attention and confidence value that it overbalances any other point that might be put into that advertiser's copy, then it appears that the top position is the right place for the name. Undoubtedly there are a few advertisers whose names have greater drawing power than any point of any ar-

ticle of merchandise that they sell.

\* \* \*

"For quick service, reply by bearer," is the line that catches you on the telegram envelope. It is a timely suggestion and it often does the trick. Sometimes it takes only a little thing like this to change a balance from the wrong to the right side of the ledger.

\* \* \*

The publicity professor was

## DEALERS AND CONSUMERS



both find our Nip-It Strawberry Hullers most acceptable. The dealer is pleased to distribute them, for they earn for him the good-will of his customers and aid his sales of your goods.

The housewife *needs* a Nip-It Huller, because it cuts fruit work in half. Thousands of Nip-It Hullers in use today attest to their value.

Advertisers who want to kill two birds with one stone should write to us for samples and prices.

**A. W. Stephens Mfg. Co.** Patentees and Mfrs. Waltham, Mass.  
(The Watch City)

**1847 ROGERS BROS.** X S TRIPLE

*"Silver Plate that Wears"*

The famous trade mark  
1847 ROGERS BROS. guarantees  
the *heaviest* triple plate.

Catalogue "P"  
shows all designs

**MERIDEN BRITANNIA CO.**

(International Silver Co., Successor)

**MERIDEN, CONN.**

NEW YORK CHICAGO SAN FRANCISCO



making a "laboratory experiment." Said he to a young woman: "Tell me the things that influence you in your choice of a tooth powder." "I do not choose tooth powder," she replied. "I let my sister go through this process, and then I borrow from her bottle!"

\* \* \*

There were two distinct kinds of soliciting letters before an advertiser. In one the writer claimed for himself the distinction of being almost unequalled in America as a writer of sales letters. The other was confident but conservative: "I have great respect for what you have already done," the writer of this letter said, "and I am not sure that there are any more big things to be done. It occurs to me that what remains to be done is that of working out small things to a finish. You must not, in any case, expect great things of me at first; give me a chance to get deep into the proposition and think much about it." The second letter won. There is such a thing as being quietly and strongly confident without being offensively so. Among the fine arts there are none finer than that of selling one's own service.

Say what you will about the stickler for fine points who pores over his words and punctuation marks, it is better to be the stickler than to be guilty of slovenly English. What do you think of this on the billhead of a prominent retailer: "Please do not alter this bill, and bring it with you when payment is made." Just a little change and the language is made right: "Bring this bill with you when payment is made; please do not alter it." And is a patient, hard-working little word; but just see how often your copy is improved by giving *and* a rest.

\* \* \*

"What? Read all that closely set important argument in print? Not much. The mind of man may delight in logic, but not his eye, especially when it appears in 8-point or 10-point set solid."

When did good 8-point and 10-

point type, set in proper measures, become so repellent to the eye of man, accustomed to daily reading thousands of words of such matter? The Schoolmaster wonders what disposition the writer of the foregoing paragraph would make of the experience of that advertiser who tried the same copy in both large open settings and 8-point solid matter and found that the latter paid the better. There are times, of course, when the open setting in larger type is desirable, but it is high time for business writers to stop their thoughtless general condemnations of advertisements set in the ordinary text sizes of type.

\* \* \*

Advertising men can take a valuable lesson from the thorough way the special writers for the big magazines go at the subjects they are to investigate and write up. They often spend weeks or months on a subject, and go to the core of it with a speed, a comprehensiveness and a judicial spirit that is admirable. They get the "human nature" side of the thing, too, and the advertising man needs that for his work as much as the special writer needs it for a magazine article. We are too much inclined to think that certain subjects need no thorough investigation. But when a prominent advertising agency tackled a big tobacco account, one of the first things carried out was the sending of an investigator to Cuba to study Cuban tobacco at first hand.

\* \* \*

The Charles E. Hires Company sends the Schoolmaster a series of concise booklets with such titles as, "Why It Pays to Smile," "How to Get a Million Eggs for Nothing," "Father's Stick and Mother's Pies," etc., and asks for an opinion of the value of matter of this sort in dealer work.

The Schoolmaster's natural question in a case of this sort is, "What returns did you get or could you trace?" If an advertising venture brings good re-

turns, the advertising is good no matter what any one says about it. And really one outsider's opinion is not worth much in many cases. Views from impartial, capable critics are helpful, but it is hardly the right of any one to pass final judgment on a plan that is not obviously bad. As a whole, this series of dealer booklets, with just a little matter set boldly on each page, looks effective. The Schoolmaster doubts, however, that the druggist will appreciate the joke when he finds that the million eggs referred to in one of the booklets are flies' eggs.

\* \* \*

You didn't know, did you, that there was so much to the coal business until you read two articles on the advertising of coal that appeared recently in PRINTERS' INK? A great many subjects are like that. From the outside they may look commonplace, but get on the inside and try to study out the promotion of the business, and you will find that there are points and problems enough. An acquaintance was asked by an ice-cream manufacturer to suggest some things that he might exploit. This acquaintance dug into the business, and he was not long in finding out that the percentage of butter-fat in this manufacturer's cream was way above the usual mark, that all the water used in the plant was from a superior artesian well, that tutti-frutti, hickory-nut and other special kinds of cream were made up, though not a tenth of the people in the city knew it, and so on. There was no scarcity of good ideas. It is usually that way. When you dig, the pay-dirt is usually turned up.

\* \* \*

The way to command the interest of the retailer is to send him something that he can't afford to throw away. Such a piece of business literature is that which the National Cash Register is sending out—"Window Display Suggestions." It's not principally talk about the N. C. R. product,

## Catalogs or Magazines Well Printed Attract Orders

---

### The Sure Way

is to get a good paper when you issue a catalog or magazine; one that will print half tones well and not leave your printer with a number of complaints.

## Supatone

which is uncoated, is a most satisfactory paper. The results that have been obtained on it are of a nature such as to have attracted the attention of large buyers. If you are interested, an invitation is extended you to write for printed samples and see for yourself.

**The Wanaque River  
Paper Co.**

Dun Bldg., New York City



**A Very Prominent Actor—Making  
\$350.00 Per Week—Wants to  
Handle a High Class Side-Line—  
At Least He Thinks He Does.**

**I** APPEAR about 35 weeks every year in the larger cities, and some one night stands. My salary is \$350.00 per week, but I'm idle all summer, and most of the daytime, excepting matinee and rehearsal days.

My social connections and habits are the best—they have to be—I could not have succeeded so, otherwise.

As a "star" next year, I will make more money, but have just as much idle time.

I was a very successful salesman before I became an actor. I wish I had a high class business errand or two to perform in every town I went into. Some money for me—prestige perhaps for the line—anyway, something to think about.

Collar buttons, Life-Insurance—fakes of any kind—or the ordinary commercial leg muscle lines, would not interest me—I wouldn't earn what I would call my salt.

There must be some high class diplomatic business errand that could be best handled by a man like myself.

I do not "Need the Money"—in fact, I would, perhaps, invest some.

Address DIPLOMAT,  
Care of PRINTERS' INK.

References Exchanged—Confidential.

either, but a score of practical plans by which almost any one could arrange an attractive window display of merchandise. The book is illustrated by photographs of windows actually trimmed by expert dressers.

\* \* \*

"Not Advertised" reads the show card above some special offerings at the big store. The store advertises that many of its best offerings are not advertised, and the idea works out well. And yet it is all skillful advertising.

\* \* \*

A concern doing a distinctive monthly-payment mail-order business was recently asked if it would mind saying what class of mediums experience had shown to be profitable. The question brought a guarded reply; such information was confidential, and it would not be good policy to give it out. Confidential! All the inquirer had to do was to ask his advertising agency to check up the advertising of that concern for the last year or so and list those publications that had carried the copy regularly. Or the information could have been secured easily from publishers. A talking machine advertiser, interested in learning how much space competitors had used in two years, addressed a simple inquiry to the principal publishers and had his information in a jiffy. Probably every concern that has done much advertising has earned some experience that it prefers to keep to itself, but there is considerable unnecessary caution. Aggressive advertisers get valuable publicity out of comment on their successful experiences. And as far as giving away information to competitors is concerned, it may be said that any competitor keen enough to be dangerous has ample means for delving into the experiences and plans of those with whom he is competing. Just count up those about whose successful experiences most has been written and said in the past, and see if they are not the leaders. Who can measure the good effect



**Moving  
Picture  
Advertising  
Slides**

Your dealers will appreciate receiving hand-colored slides to exhibit in their local moving picture shows. We make superior slides for many of the largest national advertisers. Write for samples and prices. We place your dealers' name on slides advertising your product.

SMITH SLIDE CO., 718 Granite Bldg., ST. LOUIS, MO.

**Lincoln Freie Presse**

LINCOLN, NEB.

Actual Average  
Circulation **128,384**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

of all the talk about the educational systems and the general business organization of concerns like the Wanamaker Store and the National Cash Register Company?

\* \* \*

The Schoolmaster, with his inquisitive proclivity, recently quizzed a food-products advertiser as to the conditions on which he furnished an attractive window feature to his retailers and the circularizing he did to help the retailer dispose of the goods. The following is the advertiser's reply:

"We do not set the amount that the grocer must buy in order to get our show bottle, but it is placed by our traveler in consideration of the co-operation of the

merchant and his willingness to give it a good prominent position in his window, as well as to handle the goods it advertises in good quantities. We do not believe very much in the theory of having a grocer buy a certain amount of

## Get "Out of the Rut"

The Smart Set Magazine's handsome 25c edition of John Adams Thayer's famous book "Astir," with an added chapter.

*It may help you to  
Get Out of a Rut.*

"Breath-stopping, hair-raising frankness."  
W. D. Howells.

"Men who toil, men who do and dare, will gain strength from reading this book."—Denver Republican.

**25c—On All News Stands—25c**  
Or of John Adams Thayer Corporation, New York

## Money Saving Suggestions

Guaranteed annual saving of twenty-five to forty per cent. in premiums on personal protective life policies. This is not Term Insurance. Contracts issued by the strongest Life Insurance Company in America.

Before Closing any Life Insurance contract (personal, partnership or corporation) consult us.

J. A. Steele, Winthrop Steele,  
170 Broadway, New York

## \$30.00 BRINGS \$2800

A short time ago a nurseryman invested \$30.00 in advertising in The Janesville, Wisconsin, Daily Gazette and secured \$2800 returns.

Two things are apparent. People have money and The Janesville, Wisconsin, Daily Gazette is a power with the readers. Can you see any significance in this coincident?

Write us to-day and let us know how you desire us to co-operate with you.

Address

JANESVILLE DAILY GAZETTE,  
Janesville, Wis.

Or M. C. WATSON, 34 West 33d St.,  
New York City,

Or A. W. ALLEN, 1502 Tribune Bldg.,  
Chicago, Ill.

## Advertising Solicitor Wanted

High Grade Man with commercial training, experienced in the sale of Out-Door or Street Car Advertising or one who is familiar with these mediums. An unusual opportunity for a first class man. Address: "O. D. A.," care of Printers' Ink.

## WE WANT A SOLICITOR

who is making good  
in the agency field.  
The right man can  
make an unusually  
good connection.  
Write in confidence.

Herbert M. Morris Advertising Agency  
400 Chestnut Street Philadelphia

goods in order to get a piece of advertising matter. If he handles our goods and is willing to push them, we are willing to co-operate with him by giving him such advertising material as we happen to have, in order to serve our mutual interests.

\* \* \*

In a recent letter a correspondent finds fault with the inference to be drawn from the Schoolmaster's recent mention of the policy of a large shoe-selling organization. It was stated in the classroom that the shoe concern determines the value of its salesmen largely by the sales they make of accessories—laces, polish, shoe trees, etc.—that customers did not come in to buy. This correspondent says that we should analyze things before accepting them as true—which is certainly good advice. He refers to an instance of where a shoe salesman insisted on selling silk hosiery after the customer had told the salesman that his season's supply had been bought; and he goes further and declares that the shoe store should advertise its hosiery, laces, polish, etc., and make people want this stuff before attempting to sell.

A little analysis seems to show that there is nothing wrong with the shoe concern's policy. In fact, the continuous noteworthy success of that great system of stores indicates that its policies are good. Because here and there a salesman has such a poor understanding of salesmanship as to be too persistent or obnoxious, it does not follow that the policy is wrong. Any good policy or system is likely to be discredited by the bungler. But many a man has felt obliged to a salesman for being reminded of accessories that he would have bought had he thought of them. The writer never understood the usefulness of shoe trees until a creative salesman, after selling a pair of shoes, explained the value of shoe trees.

It is taking a backward step to say that salesmen should not sell anything but those goods that

have been advertised specially, and that the customer came in to buy. Hugh Chalmers says: "Few cash registers are *bought*; most of them are *sold*." The modern salesman, as well as the modern advertiser, shows his ability in making people see the need of things that they do not voluntarily realize the need of. Of course it goes without saying that the salesmanship ought to be so skillful that it never becomes offensive.

\* \* \*

The Schoolmaster's letter-box yields some odd communications now and then. This week a punster member of the class comes along and says if puns are not *pun-ishable*, he would like to ask a few questions. The Schoolmaster not being particularly good at punning, has referred a few of these questions to old Taz Lampkin, a village wit and philosopher. Taz's answers follow the questions:

"Is Gibraltar really the *firm* name of the Prudential?"

"No; the Prudential selected this just to show that it has lots of rocks."

"If Iver Johnson had E for a middle initial, could he claim part of the Procter & Gamble success?"

Taz says he would gamble that Mr. Johnson couldn't.

"Is there any special reason why a liquor dealer should carry an *El-gin* watch?"

Quoth Taz: "Such a man would bear watching."

"If clothing dealers opened shop on the Fourth of July would Kuppenheimer clothes?"

"No," growled Taz, "but he might have a fit."

"If some varnishes lack distribution, what does *Jap-a-lac*?"

"Oh, can it! Can it!" said Taz, and he refused to answer further.

Marquis Regan, formerly of the Yawman & Erbe Company, Rochester, has joined the staff of the Lesan Advertising Agency, New York.

Robert N. Watkin has been appointed advertising manager of the Will A. Watkin Company, Dallas, Tex.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENTS

**LET** us write your copy, make your illustrations, buy your space—no matter what your business, or where located. Follow-up letters. Booklets. Economy for you down to the last notch. We'll dig right in the moment you send data. 15 years at it.  
**E. R. HURLBUT, Advertising**  
298 Bulletin Building, Philadelphia

### ADVERTISING AGENCIES

**CLASSIFIED ADS**—Ask for lists or estimates. **KLINE AGENCY, Cleveland, Ohio.**

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

## In Cuba and the West Indies

### THE Beers Advertising Agency

is the one to consult

**THEY ARE ON THE SPOT**  
YOU know what that means!

**37 Cuba Street, Altos (Upstairs) Havana, Cuba**  
**CHAS. H. FULLER Co., Chicago, Ill., Corr.**

### ADVERTISING MEDIA

**THE TEXTILE MANUFACTURER, Charlotte, N.C.,** covers the South thoroughly, and reaches the buyers of machinery and supplies.

The circulation of the *New York World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

### ADVERTISING NOVELTIES

**BREWERY AD MEN** say our Pulveroid Signs are the handsomest and best for their business. Write for **FREE SAMPLES** and designs for your brewery. **BASTIAN BROS. CO., Rochester, N. Y.**

### BUSINESS OPPORTUNITIES

**ADVERTISING SLIPS** for enclosures to stimulate remembrances. **FRANCIS I. MAULE, 401 Sansom Street, Philadelphia.**

### COIN CARDS

**WINTHROP COIN CARDS.** Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. **THE WINTHROP PRESS, Coin Card Department, 60 Murray St., New York, N. Y.**

### DIRECT ADVERTISING SPECIALTIES

**We are not an advertising agency;** at any rate we bring results for our clients. We will be pleased to explain to any one interested. **"DISPATCH," 48 Clinton St., N. Y.**

### FOR SALE

## PRINTING OFFICE FOR SALE

consisting several cylinders and several jobbers, complete composing room and pamphlet bindery; all perfect condition; all individual motors; nearly new; large volume average paying fine booklet and catalogue work; business is prosperous, with excellent prestige, credit, and bank connection; excellent opportunity for two practical men; proprietor will introduce; terms, etc. Address **"GRAPHIC," 104 East 14th St., N. Y.**

## HELP WANTED

**ADVERTISING** Representative for New York territory on commission. Pacific Builder & Engineer, Seattle.

**SALESMAN WANTED FOR SYNDICATE FASHION AND FEATURE SERVICE.** Only experienced man of previous connection with reputable syndicate. Address Box No. 264, care of Printers' Ink.

**WANTED**—An experienced outdoor advertising solicitor who can successfully present a high class proposition. A producer with reference can make connections for 1912. Address **THE HOWARD SYSTEM**, Cincinnati, Ohio.

**THE** undersigned, manufacturers of Ladies' Cloaks and Suits, require the services of an experienced advertising man. Address, giving age, references, salary expected, and detailed information regarding past experience. The Cohn Goodman Co., 1140 W. 6th St., Cleveland, O.

**A Collection Man of First-Class Ability** experienced in handling installment accounts is wanted to take charge of collection department of a well established publishing house. State definitely your age, education, experience and present income. "C. G. 16," care of Printers' Ink.

### A Bright Advertising Man.

One capable of producing bright, snappy matter to advertise special machinery to five lines of trade. A business getter. Also familiar with foreign trade. State salary. Address **WILLIAD A. GLEN**, Weiting Bldg., Syracuse, N. Y.

**WANTED**—Young man with advertising agency experience, energetic, intelligent, resourceful, with good knowledge of rates and estimating, also familiar with checking and office routine, who is a producer and can make good from the start. Must have good references. Salary based on service rendered. Address, Box 749, care of Printers' Ink.

**OHIO** Publisher desires capable trade journal representative in New York and other eastern territory. Have two representative established publications with considerable business in prospect. Might also use man in West. Reasonable drawing account and traveling expenses against commission. Give full particulars of past experience, estimated earning capacity and references (all strictly confidential). "TWO," care of Printers' Ink.

### Correspondent Wanted

to dictate replies to letters and assist with other office work. No answers will be noticed unless applicant gives complete information as follows: state age, previous experience, if any, exact schooling had, where previously employed, for how long, at what salary, and why you left. Salary expected must be stated. Party must have perfect control of English and ability to dictate fluently without overlooking any part of the inquiry. Hence reply to this will give an idea of the applicant's ability. We use the phonograph method of dictation entirely. Position offered is permanent with good chance for future advancement, if applicant has required ability. Address **MANUFACTURING HOUSE**, care of **NELSON CHESMAN & Co.**, 200 Fifth Avenue, New York City.

## MISCELLANEOUS

**YOUNG MEN AND WOMEN** of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 12 West 31st St., New York. Such advertisements will be inserted at 20 cents a line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

## POSITIONS WANTED

**ADVERTISING WRITER**—Twelve years' New York agency and magazine experience open to limited number of clients for copy only. Strong on mechanical subjects. **WONFOR**, 114 So. 11th Street, Newark, N. J.

**PART TIME WORK WANTED IN NEW YORK BY WRITER.** Four years' experience in copy department of big agency. Will show specimens of work and give references. Box 111, care of Printers' Ink.

## CIRCULATION MANAGER

now employed desires change. Eight years' experience in circulation work. If you are in need of a circulation builder and a systematizer address Box "S," care of Printers' Ink.

**SALES AND ADVERTISING MANAGER** with ten years' wholesale and mail order experience wishes connection with a good concern. Original, forceful, executive ability and an expert sales letter writer. 316 Marion St., Elkhart, Ind.

**YOUNG MAN** wants position as copy writer. 4 years' newspaper training. Possesses creative ability, resourcefulness and energy. Experienced correspondent and writer of copy that has performed its function—sold the goods. "J. E. S.," care of Printers' Ink.

### General Manager

of large newspaper who has trebled its business and influence past two years will consider offer not less than year's contract to build up any publication handling every department. Will not remain in East. Southern or Western propositions only. My price \$3,000 first year. Address Box 490, care of Printers' Ink, New York.

### Advertising Man

Young man. Twelve years' retail and mail order experience. Six years with large Chicago mail order house. Now advertising manager for large house. *Business-bringing copy writer.* Practical knowledge of printing, drawings, engraving, paper. *Expert layout man and catalog builder.* Extensive experience in newspaper advertising and follow-up letters. Write now for complete, concise information. "PRACTICAL," Printers' Ink.

## PRESS CLIPPINGS

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

## PUBLISHING BUSINESS OPPORTUNITIES

**NOW** is a good time to buy a publishing business, provided you get in right. We have helped many, perhaps we can help you. Our time against yours if you mean business. Write for "Bulletin 1912," **HARRIS-DIBBLE CO.**, Publishing Properties, 46 West 24th Street, New York.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1910, 23,618. Best advertising medium in Alabama.  
Montgomery, *Advertiser*, net av. year 1911, Dy. 17,569; Sun., 22,238. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## COLORADO

Denver, *Times*. Second in circulation in the city. Daily average, July 1st, 1910-June 30, 1911, 26,822.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1909, 7,739; average for 1910, 7,801.  
Meriden, *Morning Record & Republican*. Daily aver. 1909, 7,739; 1910, 7,875.  
New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,096 daily 2c.; Sunday, 14,753, 5c.  
New Haven, *Union*. Largest paid circ. Av. year 1911, 17,993 daily. Paper non-returnable.  
Norwalk, *Evening Hour*. Average circulation 1910, 9,837. Carries half page of wants.  
Waterbury, *Republican*. Examined by A. A. regularly. 1911, Daily, 7,618; Sunday, 7,659.

## DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily average 1911, 57,797 (©). Carrier delivery.

## FLORIDA

Jacksonville, *Metropolis*, Dy. '11, 15,063; Dec., '11, 13,267. E. Katz Sp. A. A., N. Y. and Chicago.

## ILLINOIS

Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,637, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 6,327.  
Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,116.  
Peoria, *Evening Star*. Circulation for 1911, 21,140.

## INDIANA

South Bend, *Tribune*. Sworn average 1911, 12,806. Best in Northern Indiana.

## IOWA

Burlington, *Hawkeye*. Average 1911, daily, 9,426; Sunday, 10,331. "All paid in advance."  
Des Moines, *Register & Leader* (av. '10), 36,665.  
Evening *Tribune*, 19,103 (same ownership). Combined circulation 54,766—35% larger than any other Iowa paper. Supreme in want ad field.  
Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,023; Sun. 11,436.  
Washington, *Enc. Journal*. Only daily in county. 1,956 subscribers. All good people.  
Waterloo, *Evening Courier*, 53rd year; Av. dy. year 1911, 8,139. Waterloo pop., 27,000.

## KENTUCKY

Lexington, *Herald*. Average 1910, 6,919. "When you advertise in Lexington *Herald*, you cover Central Kentucky."  
Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 23,911.  
Louisville, *The Times*, evening daily, average for 1911 net paid 47,956.

## MAINE

Augusta, Kennebec *Journal*, daily average 1910, 9,319. Largest and best cir. in Cent. Me.  
Bangor, *Commercial*. Average for 1911, daily 10,444.  
Portland, *Evening Express*. Average for 1911, daily 17,636. Sunday *Telegram*, 12,013.

## MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1911, 79,626. For Dec., 1911, 77,102.  
The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

## MASSACHUSETTS

Boston, *Evening Transcript* (©). Boston's tea table paper. Largest amount of week day ad.





**Boston, Globe.** Average circulation.  
Daily (2 cents a copy)  
1911, 184,614—Dec. av., 187,178.

Sunday

1911, 323,147—Dec. av., 324,476.

Advertising Totals: 1911, 8,376,061 lines

Gain, 1911, 447,953 lines

2,327,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



**Boston, Daily Post.** Greatest Jan. of the Boston Post. Circulation averages: *Daily Post*, 358,500, gain of 27,023 copies per day over Jan., 1911. *Sunday Post*, 317,871, gain of 17,052 copies per Sunday over Jan., 1911.

**Lawrence, Telegram,** evening, 1910 av. 8,543. Best paper and largest circulation in its field.

**Lynn, Evening Item.** Daily sworn av. 1909, 16,639; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers field thoroughly.

**Salem, Evening News.** Actual daily average for 1910, 18,763.

**Worcester, Gazette,** evening. Av. Jan. to Dec., '11, 19,051. The "Home" paper. Largest ev'g circ.

## MICHIGAN

**Detroit, Michigan Farmer.** Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot.** Aver. year, 1911, daily 10,920. Greatest circulation.

## MINNESOTA

**Minneapolis, Farmers' Tribune,** twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,118.

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average for year ending Dec. 31, 1911, 103,723.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



**Minneapolis, Journal,** Daily and Sunday (☉☉). In 1911 average daily circulation evening only, 78,119. In 1911 average Sunday circulation, 82,203. Daily average circulation for December, 1911, evening only, 77,910. Average Sunday circulation for Dec., 1911, 82,719. (Jan. 1, 1908, subscription rates were raised from \$1.80 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company.



## CIRCULATION



by Printers' Ink Publishing Company

**Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,260. Average circulation of Sunday *Tribune* for same period, 81,823.

## MISSOURI

**St. Louis, National Farmer and Stock Grower,** Mo. Actual average for 1911, 123,829

## NEW JERSEY

**Camden, Daily Courier,** covers Southern New Jersey 9,058 average year 1911.

**Camden, Post-Telegram.** 10,415 daily average 1911. Camden's oldest daily.

**Newark, Evening News.** Largest circulation of any newspaper in New Jersey.

**Trenton, Evening Times.** 1c—'07, 20,370; '08, 21,326; 2c—'09, 19,062; '10, 19,328; '11, 20,111.

## NEW YORK

**Albany, Evening Journal.** Daily average for 1911, 18,351. It's the leading paper.



**The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn." Daily average for 9 months, 1911, 60,003.

**Buffalo, Courier,** morn. Ave., 1911, Sunday, 97,764; daily, 80,368; *Enquirer*, evening, 33,881.

**Buffalo, Evening News.** Daily average for 1908, 94,053; 1909, 94,307; 1910, 94,232.

**Gloversville and Johnstown, N. Y. The Morning Herald.** Daily average for 1911, 6,237.

## NEW YORK CITY

**The Globe** Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 150,670. A. A. A. and N. W. Ayer & Son certificates.

**New York, The World** Actual av. 1910, Morning, 362,108. Evening, 411,320. Sunday, 467,664.

**Schenectady, Gazette,** daily. A. N. Liecny. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.



**Troy, Record.** Av. circulation 1911, (A. M., 6,322; P. M., 16,738) 24,061. Only paper in city which has permitted A. A. A. examination, and made public the report.

**Utica, National Electrical Contractor,** mo. Average for 1911, 2,425.



## OHIO

**Bucyrus, Evening Telegraph.** Daily average for 1910, 783. *Journal*, weekly, 976.

**Cleveland, Plain Dealer.** Est. 1841. Actual average for 1911: Daily, 95,139; Sunday, 125,191. For Dec., 1911, 96,349 daily; Sunday, 129,111.

**Youngstown, Vindicator.** D'y av., '10, 15,895; LaCoste & Maxwell, N. Y. & Chicago.

## OKLAHOMA

**Oklahoma City, Oklahoman.** Ave. Dec., 1911, daily, 51,097; Sunday, 48,723.

## PENNSYLVANIA

**Erie, Times,** daily. 21,371 average, Dec., 1911. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

**Johnstown, Tribune.** Average for Nov., 1911, 14,960. The recognized "home" paper of Johnstown. Largest circulation of any paper published in the city.

**Philadelphia, The Press** (☉☉) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Dec., 1911, 86,634; the Sunday *Press*, 176,407.

**Washington, Reporter and Observer,** circulation average 1910, 12,396; May, '11, 12,691.

**West Chester, Local News,** daily, W. H. Hodgson. Aver. for 1911, 15,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre, Times-Leader,** evening; best medium of anthracite field for advertising purposes.

**York, Dispatch and Daily.** Average for 1911, 18,937. (A. A. A. certificate.)

## RHODE ISLAND

**Pawtucket, Evening Times.** Average circulation for 1911, 20,297—sworn.

**Providence, Daily Journal.** Average for 1911, 23,067 (☉☉). Sunday, 23,668 (☉☉). *Evening Bulletin*, 20,486 average 1911.

**Westerly, Daily Sun,** George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 8,445.

## SOUTH CAROLINA

**Charleston, Evening Post.** Evening. Actual daily, Aug. to Aug., 7,703. 9 mos. '11, 8,246.

## VERMONT

**Barre, Times,** daily. Only paper in city. Av. 1911, 5,764. Examined by A.A.A.

**Montpelier, Argus,** dy., av. 1911, 3,166. Only Montpelier paper examined by the A. A. A.

## VIRGINIA

**Danville, The Bee** (eve.) Aver. Dec., 1911, 5,165. *The Register* (morn.), av. Dec. '11, 8,162.

## WASHINGTON

**Tacoma, Ledger.** Average year 1911, daily, 19,001. Sunday, 27,338.

**Tacoma, News.** Average for year 1911, 19,310.

## WISCONSIN

**Fond Du Lac, Daily Commonwealth.** Average Sept., 1911, 3,931. Established over 40 years ago.

**Janesville, Gazette.** Daily average, December, 1911, daily 8,927; semi-weekly, 1,663.

**Madison, State Journal,** daily. Actual average circulation for year 1911, 7,917.

**Milwaukee, The Evening Wisconsin,** daily. Average daily circulation for year 1911, 44,768, an increase of over 3,000 daily average over 1910. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 5024 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

**Milwaukee, The Milwaukee Journal** (eve.) Daily Av. circ. for 12 mos. 1911, 65,444. This is double the circulation of any other Milwaukee evening daily. Paid city circulation twice as large as that of any other Milwaukee paper. The *Journal* carried more advertising in 1911 than any other Milwaukee paper. Advertising rate 7c. per line flat. C. D. Bertolet, Mgr. Foreign, Boyce Bldg., Chicago; J. F. Antisdal, 366 Fifth Ave., N. Y. City.

**Racine, Daily Journal.** Oct., 1911, circulation, 6,648. Statement filed with A. A. A.

## MANITOBA, CAN.

**Winnipeg, Free Press,** daily and weekly. Av. average for 1910, daily, 46,181; daily Nov., 1911, 57,684; weekly 1910, 26,446; Nov., 1911, 27,113.

**Winnipeg, Der Nordwesten,** Canada's National German weekly. Av. 1911, 23,925. Rates 56c. in.

## ONTARIO, CAN.

**Fort William, farthest West city in Ontario. Times Journal,** daily average, 1910, 3,153.

## QUEBEC, CAN.

**Montreal, La Presse.** Daily average for year 1911, 104,197. Largest in Canada.

**Montreal, La Patrie.** Ave. year 1911, 46,952 daily; 85,897 weekly. Highest quality circulation.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## CONNECTICUT

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

## DISTRICT OF COLUMBIA

**THE Evening and Sunday Star,** Washington, D. C. (©), carries double the number of Paid Want Ads of any other paper. 1c. a word.

## ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

**THE Chicago Examiner** with its 624,607 Sunday circulation and 210,657 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

## INDIANA

**THE Indianapolis Star,** Indianapolis, Ind., is the leading "WantAd" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



**THE Boston Globe,** daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,656 more than were printed by any other Boston newspaper.



## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

## CIRCULATIN

**THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec, '11, amounted to 183,557 lines. The number of individual advertisements published was 26,573. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers  
Ink Pub. Co.



**THE Minneapolis Journal,** daily and Sunday. The Northwest's Greatest Want Ad Medium. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

**THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## NEW YORK

**THE Albany Evening Journal,** Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# Gold Mark Papers

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

*The Mobile Register* (☉). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

*The Evening and Sunday Star*. Daily average, '11, 57,513. (☉). Delivered to nearly every home.

## ILLINOIS

*Bakers' Helper* (☉), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. *The Island Printer*, Chicago (☉). Actual average circulation for 1910-11, 17,104.

## KENTUCKY

*Louisville Courier-Journal* (☉). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woolen industries of America (☉).

Boston *Evening Transcript* (☉), established 1800. The only gold mark daily in Boston. Worcester *L'Opinion Publique* (☉). Only French paper among 75,000 French population.

## MINNESOTA

The *Minneapolis Eagle* (☉). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

## NEW YORK

Brooklyn *Eagle* (☉) is THE advertising medium of Brooklyn.

*Century Magazine* (☉). There are a few people in every community who know more than all the others. These people read the *Century Magazine*.

*Dry Goods Economist* (☉), the recognized authority of the Dry Goods and Department Store trade.

*Electric Railway Journal* (☉). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

*Electrical World* (☉) established 1874. The leading electrical journal of the world. Average circulation over 18,500 weekly. MCGRAW PUBLISHING CO.

**Engineering News** (☉). Established 1874. The leading civil engineering paper in the world. Av. circulation over 19,000 weekly.

*Engineering Record* (☉). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 8,000 and over weekly. MCGRAW PUBLISHING CO.

*Hardware Dealers' Magazine* (☉). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 253 Broadway, New York City.

*New York Herald* (☉). Whoever mentions America's leading newspapers mentions the *New York Herald* first.

*The Evening Post* (☉). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting *The Evening Post*." —Printers' Ink.

*Scientific American* (☉) has the largest circulation of any technical paper in the world.

The *New York Times* (☉) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

*New York Tribune* (☉), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

*Better Fruit*, (☉) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

## PENNSYLVANIA

The *Press* (☉) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Dec., 1911, sworn net average, Daily, 86,624; Sunday, 176,407.

# THE PITTSBURG (☉) DISPATCH (☉)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

*Providence Journal* (☉), only morning paper among 600,000 people.

## TENNESSEE

The *Memphis Commercial-Appeal* (☉) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The *Commercial-Appeal* passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 83,000.

## WISCONSIN

The *Milwaukee Evening Wisconsin* (☉), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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# Would you consider the General Electric Company a good "prospect"?

## GENERAL ELECTRIC COMPANY

PRINCIPAL OFFICE  
SCHENECTADY, N. Y.

ADVERTISING DEPARTMENT

Regarding your wish to use my cordial endorsement of "Printers' Ink"-you are at liberty to use it as freely as you wish. Understand that I read parts of other magazines also, but "Printers' Ink", I repeat, is the only one that-well, you fill your jimmy pipe (by the way, what IS a "jimmy" pipe?), put your feet up, start with N. W. Ayer on the front cover and read right through-yes, including the advertisements.

R. VAN RAALTE.

It doesn't seem necessary to comment at any great length upon the advantage of delivering a message when the man you want to reach wants to listen.

## Printers' Ink Publishing Co.

12 West 31st Street

New York City

BOOKS <sup>144</sup> DUE

PRINTERS' INK

F 14

M 733

# 8,000,000 Cats in England

but in Germany, with more people and greater area, there are fewer than 500,000.

Twelve years ago France produced more locomotives than Germany; to-day a single German firm produces more locomotives than the whole of France.

Germany now produces ninety-five per cent of the meat consumed by her people.

"We are practical." That is the secret of all German trading, commercial as well as political.

**Read "Germany's Foreign Trade  
Her Present Position a Marvel of the Age,"  
by James Davenport Whelpley.**

Other articles, of particular interest to the business man are;

**"The Middle West"**

Studies of Its People in Comparison with those of the East, by Edward Alsworth Ross.

**"The Enforcement of the Anti-Trust Law,"**  
by Attorney-General Wickersham.

**"Back to the Farm,"**  
by Harvey W. Wiley.

## The February Century